

Consumer Satisfaction Towards Behaviour of Buying Dairy Products in Tiruppur

D. Sathya Santhy*

Assistant Professor & HOD, Department of Commerce, Cherran College for Women, J. J. Nagar, India

Abstract: India is 'The Oyster' of the global dairy industry. It offers opportunities to entrepreneurs worldwide, who wish to capitalize on one of the world's largest and fastest growing markets for milk and milk products. A bagful of 'pearls' awaits the international dairy processor in India. The Indian dairy industry is rapidly growing, trying to keep pace with the galloping progress around the world. India's dairy sector is expected to triple its production in the next 10 years in view of expanding potential for export to Europe and the West. Moreover, with WTO regulations expected to come into force in coming years all the developed countries which are among big exporters today would have to withdraw the support and subsidy to their domestic milk products sector. Also, India today is the lowest cost producer of per litre of milk in the world, at 27 cents, compared with the U.S' 63 cents, and Japan's \$2.8 dollars. R. G. Chandramogan is the chairman and managing director of Hatsun Agro Product Ltd, which is the manufacturer of branded milk and ice cream and the largest private dairy in India. Arun Ice Creams, a popular ice cream brand in south India is owned by Hatsun Agro. Hatsun group is also producing Arokya and Gomatha, two popular milk brands in Tamil Nadu.

Keywords: Technology, Dairy products, Indian economy, MNC's.

1. Introduction of the Study

India is 'The Oyster' of the global dairy industry. It offers opportunities to entrepreneurs worldwide, who wish to capitalize on one of the world's largest and fastest growing markets for milk and milk products. A bagful of 'pearls' awaits the international dairy processor in India. The Indian dairy industry is rapidly growing, trying to keep pace with the galloping progress around the world. As he expands his overseas operations to India many profitable options await him. He may transfer technology, sign joint ventures or use India as a sourcing centre for regional exports. The liberalization of the Indian economy beckons to MNC's and foreign investors alike. The company is expected to cross 3000 crore rupees turnover in year 2009. He is one of the first generation of entrepreneurs from Sivakasi. He is one among the 41 Indian Billionaires. "The net returns on investment range from 15-30 per cent on commercial dairy herds in dynamic milk regions, while profit margins on small-holder farms are below 10 per cent in several regions.

This would help in attracting the rural youths in adapting dairying as a profession," he said. He also pointed out that the

consumption of milk and its products has increased in both rural and urban food baskets. "In the past decades, there has been an increase in the consumption of milk and milk products in rural and urban areas by 29 and 26 per cent, respectively. "The consumer preferences in India are diversifying towards high value-added dairy products such as dairy beverages, fermented milk products, Western dairy products, functional dairy products, and packaged traditional dairy products. "Market growth rate for some of these products is in the range of 15-20 per cent. Keeping in view possibilities and trends, it is important that we find new wage and means and technologies for processing into different dairy products," Singh said.

He also said that he strongly believes our institutions of agricultural research and education will attain the highest levels of excellence in development of technologies and competent human resources to effectively deal with new challenges in the changing scenario.

2. Scope of the Study

The aim of this study is to empirically investigate the consumer buying behaviour (purchase intention) of dairy products in Tiruppur. Identify the key factors which may influence consumer's buying behavior. And thereby, the organization could able to find the way to improve the sales of dairy by meeting the customer expectations.

3. Objectives of the Study

The main objective of the study is when, why, how, and where people do/do not buy a product. It attempts to understand the buyer decision making process, both individually and in groups.

- To understand the satisfaction level of customers in dairy products.
- To give suggestion did brand loyalty of consumer.

4. Hypothesis

- There is any relationship between various attribute and gender.
- There is any relationship between satisfaction of buying dairy products.

5. Sources of Data

The primary survey method is followed by preparing the questionnaire and conducting the direct interview. A secondary source of data is also collected for the reference.

6. Sample Size

The sample size has been conveniently selected 100 respondents for the study purpose only.

7. Sampling Technique

Sampling Technique used is convenience sampling. This is a non-probability sampling technique which is dictated by the needs of convenience rather than any other considerations.

8. Statistical Tools Used

SPSS is used for analyzing the data,

- Percentage analysis
- Descriptive analysis
- Graphical analysis

9. Limitation of the Study

- Consumer buying behavior may differ from person to person and thereby it would be difficult to provide common idea.
- Data was collected from primary sources hence there would be chance for a biased or misleading response.

10. Review of Literature

The company supplies driver seats to retailers and end users, and the sales team requested research of the consumer behaviours and preferences in the construction machinery market where they have the lowest market share compared to their other product markets. It is therefore important to understand the customer values and the major preferences, for instance the quality versus price, levels of services, brand loyalty, distribution channels. Consumer Buying Behaviour in India: Consumer Buying Behaviour in India (Bellman 2007) Since, India’s economic liberalization policies were introduced in 1991; Eliminated import licensing restrictions and reduced tariffs has led many foreign companies to enter the Indian market. India has always been a lucrative and large market for US brands and advertising (Bellman 2007). Today, Indian market has transformed from a sellers’ market to buyers’ market. The increased consumer power has fierce the competition in the market. This has led to the price war and has forced the companies to maintain product quality to sustain in the highly competitive market like India. Consumer Buying Behaviour Lancaster et al. (2005) Consumer Buying Behaviour that satisfaction of consumer. In today’s dynamic and competitive environment, customers are continuously exposed to various different brands through different marketing strategies. Consumer behaviour is an important and complex area for marketers as different people have different needs. As stated by Lancaster et al. (2005) that satisfaction of consumer needs is the ultimate goal for a business; thus, the marketer’s

job is to accurately identify the customer needs and accordingly develop product that satisfies their wants.

11. Analysis and Discussion

Table 1
Age group of the respondents

Age Group	Total
14-25 yrs	30
26-40 yrs	37
41-55 yrs	23
56 above	10
TOTAL	100

Source: Primary Survey 2021

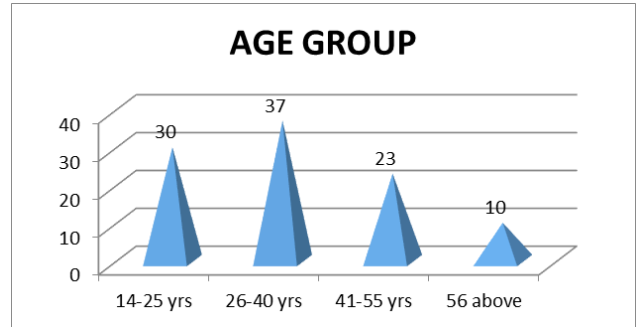


Fig. 1. Age group

Out of 100 respondents, 30 respondents were under the age group of 14-25, 37 respondents were under the age group of 26-40, 23 respondents were under 41-55 and 10 respondents were above 56.

Table 2
Respondent Occupation

Occupation	Total
Government	27
Private	38
Business	16
Other	19
Total	100

Source: Primary Survey 2021

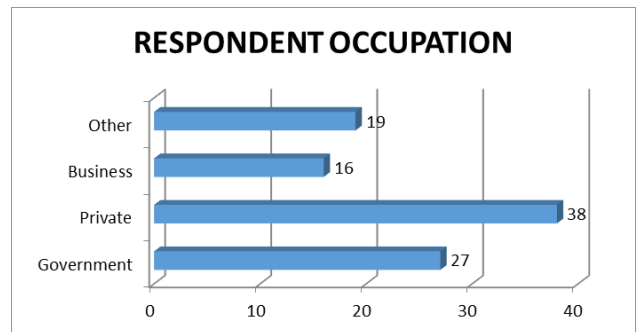


Fig. 2. Respondent occupation

The occupations of Out of 100 respondents, 27 respondents were Government, 38 respondents were private, 16 respondents were business and 19 respondents were other people.

Table 3
Education qualification of the respondents

Education Qualification	Total
Primary	10
Middle School	27
Higher School	32
Any Degree	31
Total	100

Source: Primary Survey 2021

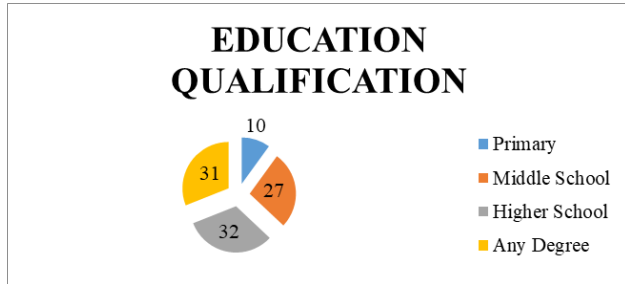


Fig. 3. Education qualification

Out of 100 respondents, 10 respondents were primary school, 27 respondents were middle school, 32 respondents were Higher school and 31 respondents were any degree.

Table 4
Respondents' income

Income	Total
1000<5000	8
5001<10000	29
10001<25000	43
25001 AND ABOVE	20
Total	100

Source: Primary Survey 2021

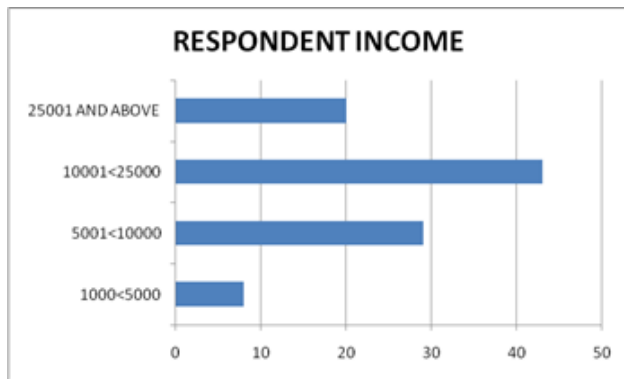


Fig. 4. Respondent income

Out of 100 respondents, 8 respondents were 1000-5000, 29 respondents were 5001-10000, 10001-25000 respondents were 43. 25001 And Above 20 were business people.

Table 5
Consuming dairy brand of the respondents

Dairy Brand	Total
Price	12
Quality	21
Service	29
Advertisement	38
Total	100

Source: Primary Survey 2021

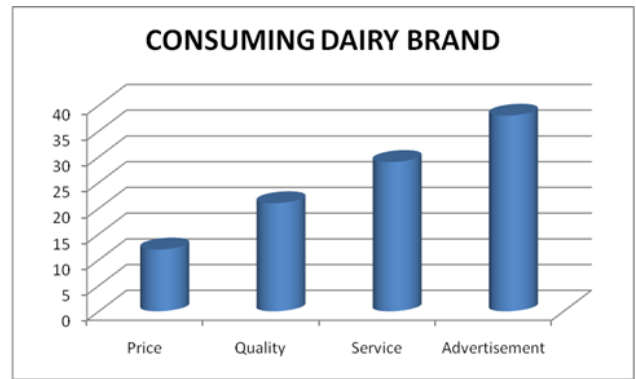


Fig. 5. Consuming dairy brand

Out of 100 respondents, 12 respondents were price, 21 respondents were Quality, 29 respondents were service and 38 respondents were advertisement.

Table 6
Respondent opinion price of this brand

Opinion	Total
Highly Satisfied	34
Satisfied	45
Not Satisfied	21
Total	100

Source: Primary Survey 2021

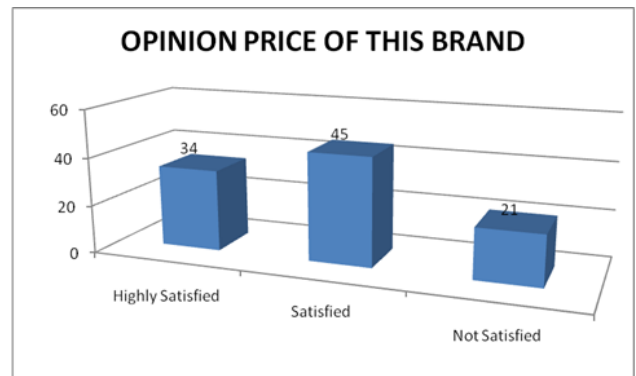


Fig. 6. Opinion price of this brand

Out of 100 respondents, 34 respondents were purchased the by-products of this brand, 45 respondents were satisfied purchased the by-products of this brand and 21 respondents were not satisfied the by-products of this brand.

Table 7
Respondents preferring Arokyia milk

Preferring Arokyia	Total
Good flavor	19
Easily available	21
Reasonable price	32
Others	28
Total	100

Source: Primary Survey 2021

Out of 100 respondents, 19 preferred this brand for its good flavor, 21 preferred this brand for its easily available, 32 preferred this brand for its reasonable price and the remaining 28 respondents were not preferred this brand.

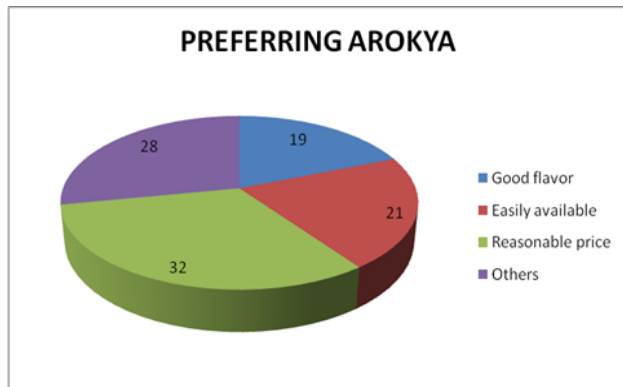


Fig. 7. Preferring Arokya

Table 8
Advertisement drive you buy to dairy

Advertisement	Total
Strongly agree	15
Agree	31
No opinion	28
Strongly Disagree	11
Disagree	15
Total	100

Source: Primary Survey 2021

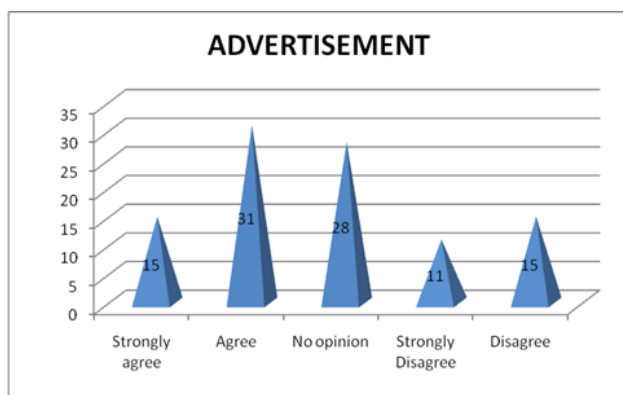


Fig. 8. Advertisement

Out of 100 respondents, 15 respondents were strongly agreed, 31 respondents were agreed, 28 respondents were given no opinion, 11 respondent was strongly disagreed and 15 respondents were disagreed about advertisement to drive them to buy this brand.

12. Suggestions and Conclusion

- Dairy is highly preferred for its quality. Though some consumers have poor opinion on the price, they prefer

mainly for its taste.

- Most of consumers have given their voices against sudden increase in the prices.
- The advertisements had not created major impact over the consumers. Most of the consumers were unaware about the newly launched advertisements. It would be better if they advertise their brand through leading newspapers and hoardings.
- Dairy is not available everywhere, thereby it creates open room to the competitor’s product like and local brands. Therefore, the sales would become high if it would be sold in every petty shop.
- So, it would be much better to sell Dairy and its by- products in small and medium sized retail shops.

A. Conclusion

The study on consumer behavior of Dairy in Tiruppur provided that the most of consumers preferred same features and attributes of the brand. It also attempted to know the different buying decision of the consumers. It was also provided an enough data about the satisfaction and an expectation level of different consumers. The study was also used to understand the different perception of the consumers and how they are loyal to this brand. Thereby, it helped to know the different influencing factors of consumers to prefer the Dairy.

References

- [1] Allwyn Deepakmathias in (2009-2011). "Impact of Creative Advertising on the Buying Behaviour of Consumers".
- [2] Amitkumar, msc management with marketing (2014). "Celebrity Endorsements and its impact on Consumer Buying Behaviour".
- [3] Bellman (2007), "Consumer Buying Behaviour in India: Consumer Buying Behaviour in India"
- [4] Business Today. (14 April 2002). "A Season for Succession".
- [5] Business Today. 10 February 2009. "Empowering India's dairy sector"
- [6] Hamid Reza Hadjali at Islamic Azad University, Science and Research Branch, Tehran, Iran. "Exploring main factors affecting on impulse buying behavior".
- [7] Keller and Armstrong (2004) "Brand – According to Schmitt (1999)".
- [8] The Hindu Business Line. (25 January 2007). "Arun Ice Creams to launch new outlets".
- [9] The Hindu Business Line. (20 May 2008) "After Seychelles and Brunei, Hatsun setting up ice-cream unit in Fiji".
- [10] The Hindu Business Line. (7 January 2009) "Hatsun completing expansion by March".
- [11] The Hindu Business Line. (17 May 2003). "Hatsun Agro sets new trend for pvt dairies — Introduces fortnightly, monthly milk cards".
- [12] The Hindu Business Line. (18 February 2007). "Treat animal husbandry on par with farming".
- [13] Weckman, Nina (2009) "Customer Buying Behavior Case Study": Algot Technics, Consumer Buying Behaviour Lancaster et al. (2005) Consumer Buying Behaviour that satisfaction of consumer.