

CUSTOMER PREFERENCE TOWARDS MILK PRODUCTS WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT

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ABSTRACT

A variety of factors influence customers' purchasing behaviour for milk products, including demography, lifestyle, and personal preferences. For example, younger consumers are more likely to prioritize convenience and quality when buying milk products, whereas elderly consumers may be more concerned with price and brand loyalty. Furthermore, customers who prioritize health and wellbeing are more likely to choose organic or low-fat milk products, whilst those who value taste and enjoyment may prefer full-fat or flavoured options. Furthermore, those with hectic schedules may be more prone to buy milk in handy formats like single-serve cartons or chilled shelf-stable items. Furthermore, social media and online reviews can have a substantial impact on consumer purchasing behaviour, as people seek tips and endorsements from influencers and peers before making a purchase. The study has been made to find the preference of milk products with the sample size of 110. The result of the study found that customer used to prefer milk products because they are good for healthy, quality and quantity wise it is good and the taste is as expected by the customers.

Keywords: Milk products, customer preference, customer expectations and behaviour.

1. INTRODUCTION

Milk products are a diversified and crucial component of our daily diet, providing a variety of nutritional benefits and culinary applications. Milk products, from the creamy texture of butter to the sour flavour of yoghurt, have been a mainstay in many cultures around the world for generations. Dairy products, like cheese, milk, and cream, are high in protein, calcium, and other necessary nutrients, making them an important part of a balanced diet. Milk products, whether consumed on their own or as an ingredient in cooking and baking, enhance the flavour, texture, and wetness of a variety of cuisines.

Milk products come in a wide range of varieties to suit diverse tastes, dietary requirements, and cultural preferences. Cheese, for example, comes in an incredible variety of flavours and textures, ranging from soft and creamy brie to sharp and pungent cheddar. Yoghurt is another popular milk product, because to its probiotic properties and adaptability in both sweet and savoury meals. Other milk products include butter, cream, ice cream, and milk powders, each with their own distinct features and applications. Whether you're seeking for a comfort food or a nutritious snack, milk products provide endless opportunities for culinary experimentation and delight.

OBJECTIVES OF THE STUDY

- To study the customer preference towards milks products.
- To identify the factors influencing the customer towards milk products.
- To determine the purchase behaviour of customer on milk products.

STATEMENT OF THE PROBLEM

The trend is particularly evident among health-conscious millennials, who are more likely to prioritize nutrition and sustainability when making purchasing decisions. Furthermore, many customers are also seeking out specialty dairy products such as artisanal cheese and yogurt, which are perceived as higher-quality and more unique. The company is facing a challenge in adapting to these changing consumer preferences and developing products that meet the evolving needs of our target market.

2. RESEARCH METHODOLOGY

Sources of data:

Primary data has been collected from the respondents and secondary data was collected from the research works, reports, articles and others.

Sample size

Sample size used in the study is 110

Sampling technique

In the study Simple random sampling technique has been used.

Data Collection Instrument:

Questionnaire has been used for collecting the data from respondents.

Tools for Analysis:

The research tool used in the study is simple percentage and chi-square test.

3. RESULTS AND DISCUSSION

1. Percentage Analysis

TABLE 1: REGULAR CUSTOMER OF MILK PRODUCTS

Regular Customer	Frequency	Percent
Yes	59	53.6
No	51	46.4
Total	110	100.0

TABLE 2: FROM WHERE DO YOU GET MILK PRODUCTS

From where do you get milk products	Frequency	Percent
Nearby shop	21	19.1
Milk products Booth	45	40.9
Departmental stores	29	26.4
Other stores	15	13.6
Total	110	100.0

TABLE 3: USAGE OF MILK PRODUCTS

Usage of Milk Products	Frequency	Percent
Daily	16	14.5
Weekly once	36	32.7
Monthly once	25	22.7
Monthly twice	18	16.4
Never	10	9.1
Rarely	5	4.5
Total	110	100.0

TABLE 4: MILK PRODUCTS ARE VERY HEALTHY

Milk Products are Very Healthy	Frequency	Percent
Strongly Agree	29	26.4
Agree	26	23.6
Neutral	24	21.8
Disagree	14	12.7
Strongly disagree	17	15.5
Total	110	100.0

TABLE 5: OPINION ABOUT MILK PRODUCTS AVAILABILITY

Opinion about Milk Products availability	Frequency	Percent
Highly satisfied	42	38.18
Satisfied	25	22.73
Neutral	21	19.09
Dissatisfied	10	9.09
Highly dissatisfied	12	10.91
Total	110	100.0

TABLE 6: OPINION ABOUT MILK PRODUCTS QUALITY

Opinion about Milk Products Quality	Frequency	Percent
Highly satisfied	32	29.09
Satisfied	36	32.73
Neutral	16	14.55
Dissatisfied	14	12.73
Highly dissatisfied	12	10.19
Total	110	100.0

TABLE 7: OPINION ABOUT MILK PRODUCTS QUANTITY

Opinion about Milk Products Quantity	Frequency	Percent
Highly satisfied	30	27.27
Satisfied	39	35.45
Neutral	22	20.00
Dissatisfied	15	13.64
Highly dissatisfied	4	3.64
Total	110	100.0

TABLE 7: OPINION ABOUT MILK PRODUCTS PRICE

Opinion about Milk Products Price	Frequency	Percent
Highly satisfied	39	35.45
Satisfied	33	30.00
Neutral	18	16.36
Dissatisfied	13	11.82
Highly dissatisfied	7	6.36
Total	110	100.0

TABLE 8: OPINION ABOUT MILK PRODUCTS PACKAGING

Opinion about Milk Products Packaging	Frequency	Percent
Highly satisfied	28	27.72
Satisfied	30	29.70
Neutral	15	14.85

	Dissatisfied	18	17.82
	Highly dissatisfied	10	9.90
	Total	110	100.0

TABLE 9: OPINION ABOUT MILK PRODUCT TASTE

Opinion about Milk Product Taste	Frequency	Percent
Highly satisfied	25	24.75
Satisfied	37	36.63
Neutral	22	21.78
Dissatisfied	11	10.89
Highly dissatisfied	6	5.94
Total	110	100.0

Inference:

From the analysis it is found that customers used to prefer milk products as they are healthy, always available in the stores, good with the quality, quantity and taste as expected by the customers. where the price and taste of the products are satisfied. This shows that the customers used to prefer milk products based in the satisfaction of their expectations.

2. CHI-SQUARE

Association between age and Preference of Milk products.

Table 10: Age and Preference of Milk products.

AGE	PREFERENCE OF MILK PRODUCTS		Total
	Yes	No	
10-20	13	15	28
20-30	22	13	35
30-40	22	10	32
Above50	9	6	15
Total	66	44	110

Table 11: Age and Preference of Milk products.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	98.515 ^a	12	.000
Likelihood Ratio	110.739	12	.000
Linear-by-Linear Association	8.970	1	.003
N of Valid Cases	110		

a. 17 cells (85.0%) have expected count less than 5. The minimum expected count is 1.20.

Inference

Here, the null hypothesis is accepted. It is inferred that there is a significant relationship between age and Preference of Milk products.

4. CONCLUSION

The study on customer preferences for milk products found that customers have a great affection for milk and its many products, with a considerable majority preferring to buy milk from traditional sources such as dairy cooperatives and local sellers. The study's findings indicate that the quality of milk products, flavour, and packaging are the most important elements determining customer choices.

The findings show that customers are prepared to pay a premium for high-quality milk products that match their taste, nutrition, and health standards. Understanding these preferences allows dairy companies and governments to build effective strategies to encourage dairy industry growth while also meeting customers' growing wants.

5. REFERENCE

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