

# Consumer Behaviour Towards Milk and Milk Products: Case of Dairy Cooperative of Uttarkhand

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## ABSTRACT

The study was conducted in Dehradun city for analyzing customer perception and satisfaction towards milk and milk products through random sampling. The information was collected from 100 respondents with the help of structured questionnaire and the data was analyzed by using percentage analysis. The study showed that majority of the customers prefer standard milk over full cream, double toned and toned milk and among the various factors, quality mainly influence the consumer buying decision. Having an effective marketing mix is very important for every company to ensure survival in the market and the results also revealed that changes or modification are needed in promotion mix of the company.

**Keywords:** percentage analysis, customer, satisfaction, perception

Nowadays marketing is a dynamic exciting and challenging job in complex and competitive corporate world. The success of business enterprises depends upon the efficiencies of marketing management. Each new product has its rival in its market with same technology and manufacturing process. The challenge here is to sell the good and services and at the same time maintaining brand loyalty. Marketing plays an important role in modern era of business world both development of country's economy depends very much on how effectively and efficiently it manages an allotment system of raw material and business and agriculture outputs. Countries are very much using marketing technique effectively and efficiently in household food products to compete in international market. Number of companies is catering the need, want and demand of the consumers with their products and services. In present situation all marketing activities go on

simple belief that is "CUSTOMER IS KING". Hence due to this beliefs marketing programs of a company governs according to the customer need want and demand (Eshghi, 2008 and Ammar, 2015)..

Dehradun Milk Union with the brand name of AANCHAL provides milk and wide range of milk products and reaches to the customers since private players has the numerous buyers and also facing big competition. Marketing of ANCHAL is also based on the philosophy that is 'of the people, by the people and for the people'. This study is an attempt to analyze the consumer behavior in the consumer market in the area of Dehradun. On the basis of

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those finding the business will get chance to design marketing and sales policies.

Consumer behavior is broadly studied field. It lets the companies recognize how consumer decides about buying their product or acquire services. Marketing managers are always anxious to know more about consumers' behaviour so they can prepare better communiqué and advertising campaign and post about their products and services.

## MATERIALS AND METHODS

The study adopted both primary as well as secondary data methods for collection of data from the sample area. For collection of the relevant information, the survey was conducted among the consumers visiting to different retail outlets in Dehradun city. The data has been collected through the market survey using questionnaires as the measurement tool. The sample size for the study was taken as 100.

- ♦ **Locale of study:** - The research was conducted in Dehradun city.
- ♦ **Type of Study:** - The present study was based on descriptive type.
- ♦ **Sampling Technique:** Random sampling technique was used.
- ♦ **Sample Size** - 100 Respondents.

## RESULTS AND DISCUSSION

For fulfilling the objective of the research, 100 respondents from Dehradun city were surveyed. Out of the total respondents, 32.00 per cent were male and 68.00 per cent were female. Hence, from the above data we can say that majority of respondents were females (Fig. 1).

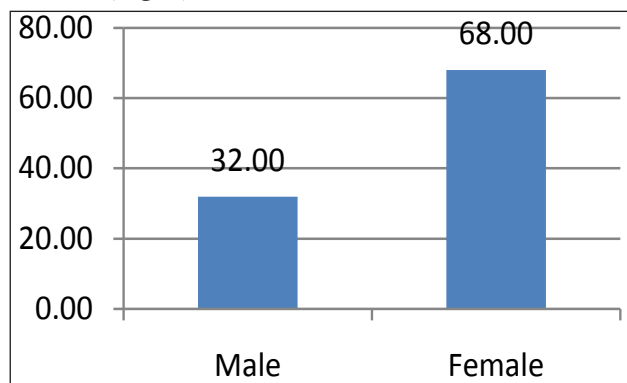


Fig. 1: Gender of the respondents

For studying the consumer behavior towards AANCHAL milk and milk products it is very necessary to know that how many respondents out of the total were buying their products. From Table 1, it was revealed that out of 100 respondents, 60.00 per cent of respondents agreed that they used AANCHAL products where as 40.00 per cent said that they don't use AANCHAL products.

**Table 1:** Numbers of consumers buying AANCHAL Dairy products

| Do you buy AANCHAL Dairy Products | Number of Consumers (percentage) |
|-----------------------------------|----------------------------------|
| YES                               | 60.00                            |
| NO                                | 40.00                            |

It is very important to study the frequency of purchase in case of milk and milk products. Out of 60 respondents, 53.33 per cent buys daily AANCHAL products, 20.00 per cent buys twice a week, 16.66 per cent buys weekly where as 10.00 per cent buys occasionally.

**Table 2:** Frequency of purchase

| Frequency of purchase | Percentage |
|-----------------------|------------|
| Daily                 | 53.33      |
| Twice a week          | 20.00      |
| Weekly                | 16.66      |
| Occasionally          | 10.00      |

The type of milk preferred by the respondents is presented in Table 3. Out of total respondents, 62.00 per cent said that they preferred standard milk, 9.00 per cent preferred full cream milk, 14.00 per cent preferred double toned milk and toned milk where as only 1.00 per cent prefer other quality of milk.

**Table 3:** Type of Milk preferred

| Type of Milk Preferred | Percentage |
|------------------------|------------|
| Standard               | 62.00      |
| Full cream             | 9.00       |
| Double Toned           | 14.00      |
| Toned                  | 14.00      |
| Others                 | 1.00       |

For studying the Market of milk and milk products of AANCHAL dairy, it was essential to identify the various reasons influencing consumers to buy AANCHAL products. During the survey the response was collected against the three factors (i.e., quality, Easy availability and price). From the data, it can be analyzed that 60.00 per cent said that they prefer AANCHAL products because of quality, 10.00 per cent said due to the easy availability whereas 30.00 per cent said that they prefer the product because of its cheaper price (Table 4).

**Table 4:** Reason for Buying AANCHAL Milk and Milk Products

| Reasons for buying AANCHAL Milk and Milk Products | Percentage |
|---|------------|
| Quality   | 60.00      |
| Easy Availability                                 | 10.00      |
| Price   | 30.00      |

To sustain in the market or to gain a competitive advantage there must be adequate supply. The table shows that 95.00 per cent of consumer said that yes there was adequate supply of AANCHAL milk in every season where as 5.00 percent said that the availability of the product is not that much good.

**Table 5:** Adequate supply in every season

| Adequate supply in every season | Percentage |
|---------------------------------|------------|
| Yes                             | 95.00      |
| No                              | 5.00       |

Now a days the best way to promote product is word of mouth, it is achieved by providing best quality. From the above table it can be concluded that the word of mouth of promotion, especially in case of

AANCHAL milk and milk products, plays a vital role for creating the awareness as 70.00 per cent of consumer said that the word of mouth was the main source of awareness (Table 6).

**Table 6:** Source of Awareness

| Source of Awareness | Percentage |
|---------------------|------------|
| Word of mouth       | 70.00      |
| Newspaper           | 2.00       |
| T.V.                | 0.00       |
| Any other           | 28.00      |

## CONCLUSION

It was concluded that the standard milk product was preferred by the majority of the consumers and quality remains the major factor affecting the consumer buying decision. The main source of advertisement for AANCHAL dairy products was word of mouth. Hence, it was recommended after the research that the company should adopt the T.V. and other sources of media for the promoting the products.

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