Research Paper | Commerce

Brand Preference and Domestic Consumption of Aavin Milk in Tirupur District

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ABSTRACT In today's highly informed, competitive and saturated market, a key to success of any business depends on knowing consumer and his consumption patterns and recognizing and understanding factors influencing his decision-making for the purpose of developing an attractive offer of products, supporting services, communication means and other marketing tools that would fit like a glue to customer's needs. In today's world of growing competition where there are numerous brands selling the same products, consumers have an abundant number of choices and many diverse factors influence their buying behavior. This study is based on Descriptive study and the statistical tools used are Percentage &Chi – Square Analysis.This study made an attempt to find the factors affecting consumer's buying behavior, with the focus on aavin milk in Tirupur District.

KEYWORDS : Consumer Brand Preference, Aavin milk, respondents, chi – square test

Introduction

Dairy sector is important not only as the producer of highly nutritious food products, but also for the sustenance of poor farmers and over all prosperity of the farming community. Currently, milk production in India is around 12.9 Crore metric tonnes per day with the country being the largest milk producer in the world. It is a matter of great pride that a nation which was deficit in milk has now become the leading milk producer in the world. Tamil Nadu ranks eighth in milk production and is well on the way towards achieving the 'Second White Revolution' as envisioned by of government of Tamil Nadu. Consumer is a person who buys or uses things (goods) or services.

Marketers are the persons who provide these services. The most challenging questions for marketers are why buyers do what they do (or don't do). Such knowledge is critical for marketers, since having a strong understanding of buyer's behavior will shed light on what is important for the consumer and also suggest the important influences on consumer decision-making. Factors affecting consumers' buying decisions are extremely complex. It is deeply rooted in psychology with dashes of sociology thrown in just to make things more interesting. It explains the influences on the consumer from groups such as family, friends and society in general. Consumers' buying behavior result from deeply held values and attitudes, their perception of the world, their place in it, from common sense, from impulse or just plain take.

Consumers behaviour, preferences and attitudes towards consumption of dairy products differs substantially across countries (Bus &Worsley, 2003; Francesconi, Heerink&DHaese, 2010; Grunert, Tion-Beck-Larsen &Bredahl, 2000; Hatirli, Ozkan, &Aktas, 2004; Hsu & Lin, 2006; Richardson-Harman, 2000; Robb & Abdel-Ghany, 2007; Yee & Chin, 2007). Grunert et al. (2000) discuss that consumers perceptions of dairy product quality are complex and involve much more than sensory attributes. They contend that consumers consider four dimensions when forming perceptions about dairy product quality:

(1) hedonic (e.g. sensory attributes such as taste or smell),
(2) health-related,
(3) convenience-related and
(4) process-related (e.g. production processes such as organic, animal welfare or genetic modification).

Thus, manufacturers/ processors and marketers must understand the role each of these dimensions plays in driving consumer demand for dairy products and realize consumers may be heterogeneous in their preferences or perceptions of what constitutes dairy product quality. In the fast growing world of consumerism, it is necessary for every organization to study their customer preference for dairy products to identify the underlying factors for preference of dairy brands as well as make suggestions for the company to take the right market to be a leader in the market to the dairy products.

Review of Literature

Vyas and chaudhri (1971) studied on "Economics of Dairy farming in Mehsana District" have shown that high – yield of reduction and low cost of productivity occurred in dairy farming in the co-operative sector. George Shanti (1980) observed that enhanced milk production was observed through the dairy co-operatives from rural areas. The milk producers readily sold their milk to dairy co-operatives which adversely affected the milk consumption by the rural masses in general and milk producers in particular.

Rangarajan et al (1980) analysed the economics of milk production from cross-breed cows and nondescripts in terms of yield, cost of milk production. The main finding of the study was that cross breeds forced for better than local ones in all the aspects Boopathiraj (2005) concluded that the satisfaction of the members could be increased by making arrangement for the members to visit different leading and successful performance of milk producers co-operative societies.

Elumalai (2005) analysed that India had revealed comparative advantage to export milk powder and butter in the market of SAARC countries. At the global level, India had comparative disadvantage in the export of milk powder, butter, cheese and curd. Jesse Edward et al (2006) discussed that India's main system of dairy productions involves a smallholder production system in which most of the milk produced is consumed on the farm or distributed through informal channels. This system of production, combined with Indian policies that encourage self-sufficiency and restrict dairy imports, leaves much unused potential in the Indian dairy market. Sarvesh Kumar and SirohiSmita, (2008) evaluated the economic performance of dairy industry by using profitability ratios, liquidity ratios, leverage ratios and efficiency ratios. The study revealed that sales and value of output of most firms were increased during 1991 – 1992 to 2000 – 2001. But the Indian firms were suffering from liquidity and profitability crisis due to tight credit policy and their in effective asset management.

Chawla Anil (2009) analyzed that India has surplus cattle. They maintain on a strategy for enhancing milk production by improving the quality of milch animals without adding to the number and the researcher study the economic relationships at the firm level or the economic impact of dairying. Meenakshi Gupta and Vikas Sharma (2009) highlighted that India is the largest producers of milk. The overall growth rate of dairy sector was 4% which was almost 3 times the average growth rate of dairy industry in the world. Bindu hima T. and Subrahmanyam S.E.V (2012) analyzed that the performance of Indian dairy sector and operation flood programme established milk producers co- operatives in villages and made modern technology will increase the milk production.

Dr. M. S. Ranjithkumar, S. Namasivayam A.Anandhi analysed that the social economic profile of the co-operative milk society. They found that majority of the producers are satisfied with the co-operative milk society because of its measurement, correct testing, market price, payment and bonus. Some producers are not satisfied with the soci-

ety milk because of its timing, high charges for cattle insurances, lack of training facilities, and lack of loan facilities and high cost of fodder feed.

According to "Indian Dairy Industry Analysis", India is the world's largest milk producer, accounting for around 17% of the global milk production. Besides, it is one of the largest producers as well as consumers of dairy products.

Due to their rich nutritional qualities, the consumption of dairy products has been growing exponentially in the country, and considering such facts and figures, their study anticipates that the milk production in India will grow in future.Various researchers have analyzed the milk production, factors influencing milk production, social economic profile of the co-operative milk society, performance of dairy industry, modern technology applications and economic impact of milk dairying.

There is a research gap found by the researchers after carefully reviewing the research work of various researchers in this milk dairy industry . Not many studies have done in the area of milk consumption hence; the researcher would like to address this research gap by conducting a study on the households' consumption pattern of Aavin milk in Tirupurdistrict.Current field of investigation and discussioncarried out on 200 sample respondents.

After all the questionnaires were collected back, the responses were tabulated.Each answer of the respondent was tabulated to its respective category. Primarily, chi-square analysis was used to interpret the data. The time taken for the survey was between June 2014 and January2015. The survey was **Methodology**

This survey based research study was aimed at household's consumption pattern of Aavin milk in Tirupurdistrict. A comprehensive, structured questionnaire was drafted and pre-tested with help of a detailed review of literature relevant.

Data Analysis and Discussion Figure.1Comparison of attributes responsible for Consumer Preference
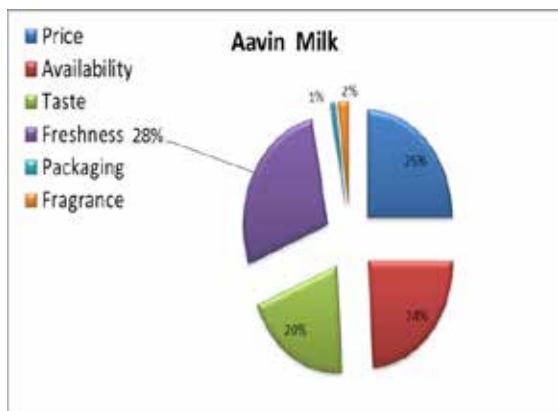
The above Pie diagram reveals that the main attribute responsible for brand preference is freshness.

Analysis-1:
Family Size of Households and Milk Consumption (Litres), Product Preference
Null hypothesis (H0)

There is no significant difference among family size of households and milk consumption (liters), product preference.

Alternative hypothesis (H1) There is a significant difference among family size of households and milk consumption (litres), Product preference.

Table.1

Family size	Calculated value	Table value	Degrees of freedom	Remark
Milk consumption (in Litres)	63.54	16.919	9	Ho is rejected
Production preference	39.24	16.919	9	Ho is rejected

Inference: There is a significant difference among family size of households and milk consumption (litres), product preference.

Analysis-2:
Number Of Children In The Age Group Of 5 To 16 Years And Milk Consumption (Litres), Product Preference, Factors Influencing Customers In Brand Preference

Table.2

No.of children in age group of 5 -16	Calculated value	Table value	Degrees of freedom	Remark
Milk consumption (in Litres.)	55.34	16.919	9	HO is rejected
Product preference	33.18	16.919	9	HO is rejected
Factors influencing customers brand preference	64.18	16.919	9	HO is rejected

Null hypothesis (H0)
There is no significant difference among number of children in the age group of 5 to 16 years and milk consumption (litres), product preference, factors influencing customers in brand preference. Alternative hypothesis (H1) There is a significant difference among number of children in the age group of 5 to 16 years and milk consumption (litres), product preference, factors influencing customers in brand preference.

Inference
There is a significant difference among number of children in the age group of 5 to 16 years and milk consumption (liters), product preference, factors influencing customers in brand preference.

Findings
The chi-square analysis highlights the following findings.

1. There is a significant difference among family size of households and milk consumption (liters), product preference.

2. There is a significant difference among number of children in the age group of 5 to 16 years and milk consumption (liters), product preference, factors influencing customers in brand preference.

3. There is a significant difference among households with boy-infants and milk consumption (liters), product preference, factors influencing customers in brand preference.

Limitations of the Study and Scope For Further Research
The scope of the study is restricted to Tirupur and its surroundings only. Time constraint and resource constraint in view of this fact the results of the present study holds good for the market of Tirupur only. Another possible limitation of the present study is that the sample being too small, the results as it provides might at best be signals rather than precise conclusions. The analysis and findings are recommended only from the primary data of 200 persons so it is not that much accurate, but we can find out the mentality of the retailers in general.

Conclusions and Recommendations
➢ Quality is important in the context of rural purchase and consumption of FMCG as rural customers prefer quality FMCG.

➤ Low prices have to be charged while maintaining the quality.

➤ Preference for attractive packaging is noticed in rural marketing.

➤ It is recommended to allot great deal of attention towards designing attractive packaging while keeping the costs low.

➤ Recommended to devise and implement sales promotion campaigns.

➤ Make retail strategies like freezing for its freshness.

➤ Apply CRM techniques like consumption points, etc.

➤ Choice of brand ambassador.

Results and Conclusion

Milk and Milk products are rated as one of the most promising sectors in food processing industry. The milk is used for the preparation of various milk products including milk sweets. In today competitive business environment, brands play a vital role. A key factor for the success of Branded Milk is mainly concerned with High Quality and Product Safety. The message will reach the people only through good advertisements.

In this modern competitive world, customer mainly prefers taste and new style of package. Available data suggests that the share of consumer expenditure on milk and milk products is increasing both in urban and rural areas of India and this increase in consumption would again further enhance the momentum in the year to come. If suggestions given above are followed by the Tirupur District Co-operative Milk Producers' Union Limited, it can supply still better quality milk and milk products to the consumers inTirupur District.

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