



Consumers Attitudes Towards Aroky Milk in Nagercoil Town

KEYWORDS

Consumers, Attitudes, Satisfaction, products, consumptions.

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ABSTRACT A study on consumer's attitudes towards Aroky milk in Nagercoil town was undertaken to find out the consumers attitudes towards Aroka milk in Nagercoil town Kanyakumari district. This study helps to suggest suitable recommendation to improve the consumer's attitudes towards Aroka milk in Nagercoil town. The following are the objectives of the study to find out the consumer preference towards Aroky milk to find out the satisfaction of the respondents regarding various aspects of Aroky milk to find out the reason for switching for Aroky to other brands to study the availability of different brands of milk. The present study is based on both primary and secondary data. The study is mainly based on primary data. The primary data required for this study has been collected from the milk producers and milk vendors. The primary data has been collected through a well structured questionnaire. The study is also based on the secondary data. The sample size taken for the study is 110 fixed arbitrarily. To study in detail, the brand preference of milk by the consumers, percentage is calculated on different basis, percentage is calculated on the basis of age, sex, education and monthly income. A study concludes that on consumer's attitude towards Aroky milk in Nagercoil town, Aroky milk is one of the major food items. The research indicated that the majority of the milk consumers prefer fresh milk. There is the high demand for Aroky milk in Nagercoil town and it is a positive sign for local and national brands. They can promote their products by effective advertising, improved quality and by keeping a check on the price.

I. INTRODUCTION

India has a predominant vegetarian population. So milk and milk products have a significant place in the people's diet. As Indians are fully aware of the food value of milk, dairy products occupy a central place in our economy. The Indian dairy sector has an annual production of 70 million metric tons and it is the second largest in the world next to USA. Milk and milk products are contribution of the country to its agricultural output. Indian's milk production ranks fourth in the world. India has not only the world's largest human population, but cattle population also, India has the world largest cattle population and it also has some of the best breeds of cattle and buffaloes. Dairies are regarded as a sub sector to the live stock, and accounts for two third of the local contribution of the live stock.

The Indian sector has an annual production of 70 million metric tons of milk and 10.5 million liters of milk per day is marketed by about 170 milk sheds. Milk accounts for more than 17 percent of the agricultural production and it is also our second largest expenditure. In India there are more than 75000 dairy co- operative societies spread all over the country and their membership is more than 10 million. This co – operatives supply more than 3.5 liters of milk every day to the metropolitan cities and more than 5 million liters of milk to other cities in the country. Milk is an indispensable item of consumption for human beings. Milk is one of the few food stuffs consumed in its natural state. It is the only commodity consumed in its natural form in the diet with the exception of honey, whose sole function in nature is to serve as a balanced food item. Today, a common expression used in reference to nutrition is that milk is a wholesome diet. Milk constitutes the most important source of nourishment for both vegetarians and non- vegetarians. However, its importance to the consumers is next only to that of their staple food. Dairy farming is an important source of supply of milk and manure. So raising of livestock is considered as a powerful and highly significant complementary enterprise to crop production.

The consumer food industry is production rare varieties of cheese used in fast food industries. Blending butter with

vegetable fats, instant drinks like milk shakes and slip- lick delights are made. Milk is used in the production of conventional sweets. The milk and milk products have phenomenal applications. Though we are the second producer of milk in the world, it is a pity, that a large percentage of milk produced in our country is consumed unprocessed.

In India, dairy farming is recognized as an important activity, suitable for increasing the income level of rural families, especially the small farmers, marginal farmers and landless agricultural labourers. The relatively low cost of milk supply as compared to agriculture activities, spread of income over location period, and the availability of family labour and crop residues make cattle keeping suitable, particularly to low- income families. Therefore, dairy development is included as important components of many rural development programmes.

II. OBJECTIVES OF THE STUDY

The following are the objectives of the study

- To find out the consumer preference towards Aroky Milk.
- To find out the satisfaction of the respondents regarding various aspects of Aroky Milk
- To find out the reason for switching for Aroky to other brands
- To study the availability of different brands of Milk
- To give suggestions for retaining the customers of Aroky Milk

III. STATEMENT OF THE PROBLEM

Consumer's perception and satisfaction is an attempt to understand and predict human action in making a decision .This action can play a great role in future market potentials of branded milk.

Dairy industry in India is a fast growing a expanding one. Studies on consumer's perception and satisfaction on various brands of milk will definitely help in future growth and development in the right direction.

IV. METHODS OF DATA COLLECTION

The present study is based on both primary and secondary data. The study is mainly based on primary data. The primary data required for this study has been collected from the Milk producers and Milk vendors. The primary data has been collected through a well- structured questionnaire. The study is also based on the secondary data. The secondary data required for this study has been collected from various books, journals and magazines related with Milk production.

V. SCOPE OF THE STUDY

The present study has been made to analyze the consumer satisfaction towards Aroky Milk Nagercoil town. This study further identifies the factors influencing the choice of brands of milk, source of milk supply, method of milk supply quality of milk and price of milk.

VI. SMPLING METHODS

The universe consists of various categories of people with respect t age, income and education. The complete details of the universe are not available and hence convenient sampling methods are used for this research.

VII. SAMPLE SIZE

The sample size taken for the study is 110 fixed arbitrarily.

VIII. AREA OF THE STUDY

For the study "Consumer's attitude towards Aroky Milk in Nagercoil Town" respondents was interviewed. The area covered for the study was Nagercoil Town. Kanyakumari district.

IX. STATISTICAL TOOLS

To study in detail, the brand preference of milk by the consumers, percentage is calculated on different basis, percentage is calculated on the basis of age, sex, education and monthly income.

X. FACTORS INFLUENCING CONSUMER PREFERENCE

Consumer's preference and purchase decisions are influenced by the internal factors like needs, motives, perception, learning and attitude as well as external or environmental influence such s family, reference groups occupation , social status, economic conditions etc.,

• Needs

A psychologist has defined a need as a condition marketed by the feeling of lack or want of something or of requiring the performance of some actions.

• Learning

Learning may be defined as changes in behavior, resulting from previous experience. However, also by definition, learning does not include behavior changes attributable to instinctive responses, growth, or temporary stages of the organism such as hunger, fatigue sleep etc.,

• Attitudes

Attitudes and beliefs are strong and direct forces affecting consumer's perceptions and buying behaviour. They significantly influence people's perceptions by selectively screening and exposure of stimuli which conflict with attitudes. Attitudes also can distort the perception of messages and affect the degree of their retention. An attitude is a state of mind or feeling. It includes a predisposition to behave in a certain way. In the words of James Myre and W. H. Reynolds, "attitudes directly affect purchase decisions. In the words of Maslow, man is perpetually a wanting animal, the average human being never reaches a stage of complete satisfaction. Maslow felt that as one need is fulfilled another need arises and demands priority in its satisfaction.

• Motive

One may purchase a product because of certain motives. Motives refer to through, urge, strong feelings, emotion and drive. They make a buyer react in the form of a decision. Mo-

tivation explains the behaviour of a buyer. Motives induce a consumer to purchase a particular product. The motives may be generally controlled by economic, social and psychological influences. When a consumer buys a product, hi9s aims are desire for security, rest, comfort, curiosity, self- preservation and fashion.

• Perception

'Perception' in this context sense perception, a process in which the object recognized or identified is the object affecting a sense organ. Thus it is perceived by feeling, hearing and there in turn directly affect attitudes through experience in using the product or services elected.

• Personality

Attitude and belief, lead collectively to a consistent response by the individuals to their environment. This consistent pattern of behaviour is termed as personality. Personality is a complex psychological concept. Its primary features are self concept, roles and levels of consciousness, personality traits such as dominance, sociability, responsibility, etc.,

• Family influence

Most consumers belong to the family group. The family can exert a considerable influence in shaping the pattern of consumption and indicating the decision making roles, Personal values, attitudes and buying habits have been shaped by family influences. Family life cycle also influence costumer's expenditure pattern.

• Economic influence

Economic factors like income, expected discretionary income, family income, and consumer's credit also influence the consumer preference and their buying decision.

• Consumer credit

The credit facilities made available by the seller's world also influence the consumer preference. Generally, the credit facilities extended to the purchase help them while expanding their family budget.

• Government polity

In addition to the aforesaid factors, the Government policy also affects consumers' preference.

XI. ANALYSIS OF DATA

• PREFERENCE OF AROKYA MILK

The following table 1 shows that the reasons for consumers preference for aroky milk.

Table 1
Preference of Aroky Milk

| Reason for preference | No. of respondents | Percentage |
|-----------------------|--------------------|------------|
| Availability | 64 | 58.19 |
| Quality | 23 | 20.90 |
| Quantity | 2 | 11.82 |
| Price | 10 | 9.09 |
| Hygienic | 11 | 10 |
| Other reason | - | - |

Source: primary data

The above table 1 clearly shows that 58.19 percentages of the respondents prefer aroky Milk for its easy availability.. 20.90 percent of the respondents prefer aroky milk for quality of the milk.

Table .2

• SATISFACTION LEVEL

Products should have the ability to offer value satisfaction to the consumer. The satisfaction may be both real and psychological. The following table shows the level of satisfaction of respondents regarding their usage of aroky milk.

Satisfaction level of the Respondents

| Income | Satisfied | Non- satisfied |
|--------------|-----------|----------------|
| Below 3000 | 12 | 1 |
| 3000- 6000 | 24 | 3 |
| 6000- 10,000 | 36 | 6 |
| Above 10,000 | 25 | 3 |
| Total | 97 | 11.82 |
| Percentage | 88.18 | 11.82 |

Source: Primary data

The above table 2 shows the satisfied, not satisfied percentage of the consumers of arokyia milk. 88.18 percentages of the respondent belonging to all income levels are satisfied with arokyia milk. Rests of the 11.82 percent respondents are not satisfied with arokyia milk.

- **FACTOR MOTIVATING TO BUY AROKYIA MIK.**

The following table 3 shows the factors motivating to respondents to buy arokyia milk

Table 3
Factors Motivating to buy Arokyia Milk

| Motivating factor | No. of respondents | Percentage |
|----------------------|--------------------|------------|
| Good will | 47 | 42.73 |
| Advertisement | 23 | 20.90 |
| Regularity in supply | 33 | 30 |
| Any other | 7 | 3.37 |

Source: primary data

The above table 3 clearly shows that 42.73 percentage of consumers buy arokyia milk for its goodwill 20.90 percentage of consumers buy arokyia milk influenced by advertisement. 30 percentages of consumers for regularity in supply and 6.5 percentages of the respondents buy arokyia milk for some other reason.

- **CONSUMPTION PATTERN OF THE RESPONDENTS**

The following table 4 shows the consumption pattern of the respondents (morning) to buy arokyia milk.

Table 4
Consumption pattern of the Respondents

| Income | 200 ml | 500 ml | 1 liter | More than 1 liter | Total |
|-------------|--------|--------|---------|-------------------|-------|
| Below 3000 | 8 | 5 | - | - | 13 |
| 3000- 6000 | 4 | 18 | 5 | - | 27 |
| 6000- 10000 | - | 27 | 13 | 2 | 42 |
| Above 10000 | - | 20 | 5 | 3 | 28 |
| Total | 12 | 70 | 23 | 5 | 110 |
| Percentage | 10.90 | 63.65 | 20.90 | 4.55 | 100 |

Source: primary data

The above table 4 shows the consumption pattern of respondents in the morning 10.09 percentage of respondents consume 200 ml milk products, 63.65 percentage consume 500ml, 20.90 percentage consume 1 liter and 4.55 percentage of the respondents consume above 1 liter of milk.

XII. FINDINGS & CONCLUSIONS

The study is based on both primary and secondary data. Primary data were collected from nagercoil arokyia milk producer's society. Based on the feelings and opinions of these producers, the following findings have been generated by the researcher.

The main objective of the present study is to analyze the consumer attitude and reason for selecting arokyia milk.

- **64.55 percent of the consumers are female**
- 36.36 percent of the respondents are housewife's
- 25.45 percent of the respondents are degree holders
- The consumers have monthly income between 6000-10000
- The consumers purchase 500ml pack of arokyia milk
- 58.19 percent of the respondents are prefer arokyia milk for its easy availability
- 88.18 percent of the respondents are satisfaction towards arokyia milk
- 67.27 percent of the consumers consider that the price of arokyia milk is reasonable
- 95 percent of the consumers are consider that the package of arokyia milk is very good
- 76.37 percent of the respondents are get arokyia milk through door delivery
- 87.27 percent of the consumers are don't like to switch over to other brands in future
- 43 percent of the respondents are to buy arokyia milk its goodwill
- The consumers expect no price fluctuation from the company
- The consumers are regular users of arokyia milk.

- **CONCLUSION**

It is clear that Kanyakumari district is equipped with rich infrastructure like industries, educational institutions, an excellent network of transport and communication and tourist centers. The study was made on consumer's attitude towards arokyia milk in nagercoil town. Arokyia milk is one of the major food items. The research indicated that the majority of the milk consumers prefer fresh milk. There is the high demand for arokyia milk in nagercoil town and it is a positive sign for local and national brands. They can promote their products by effective advertising, improved quality and by keeping a check on the price. The study has revealed information much useful to both the marketers of arokyia milk and academicians. It has shed light on the profile of the consumers who still continue in consuming arokyia milk. The sales figures show that most of the consumers like to buy arokyia milk. From this study the researcher has gathered much knowledge about arokyia milk, competitive products, milk markets, its practical problem and their techniques to satisfy the consumers and all customers and all other necessary information.

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