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An Investigation Into Consumer Behavior and Milk Product Demand in Thiruvanamalai District, Tamilnadu

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Abstract:

Opportunities to enhance the quality and sales of dairy products can be found at every stage of their life cycle through marketing. Industrialised nations have shown that in order to tap, retain, and remain in the market, marketing strategies must be developed in response to changing consumer behaviour, which requires continual assessments of the market. The study looked at how people buy ghee, curd, milk, and buttermilk. In order to maintain operations and build client loyalty, marketers need to take action, according to the report. The researcher provided helpful suggestions for dairy marketing strategies based on the study's findings. The government of India should back dairy producers and increase demand for milk if the country wants to improve its citizens' health and advance economically.

Key Words: Consumer, Milk, Demand, Loyalty, Attitude

INTRODUCTION

The desire for milk products among consumers is the subject of this study. Customer behaviour describes the ways in which customers interact with products and services. During the decision-making process, certain measures are selected. What people do when they shop for, utilise, and eventually part with products, services, ideas, and experiences is called consumer behaviour. Marketing activities such as developing or introducing products or services, setting prices, constructing channels, writing slogans, and more can be inspired by customer analysis, according to Professor Mayers. One such way to gauge demand is to inquire about customers' opinions on product quality. Commodity demand, according to Professor Benham, is the total of all potential purchases at any one time, regardless of price. The amount purchased at a specific price point over an extended period of time is known as demand. One aspect of varied consumer behaviour is consumer preferences. Procedures for making a purchase dictate consumer spending habits. What, when, how frequently, and why consumers buy things have all been the subject of consumer behavior studies.

In order to determine the optimal amount of a product or service according to customer behaviour, researchers conducting demand analysis polled real buyers. It is recommended to handle BX and X at the same time. The research will look at consumption patterns, consumer demographics, what drives consumers, how they make purchases, and their shopping habits and demands. Reasons for purchasing and patterns of behaviour customer purchasing patterns Just how little was actually studied about milk products? dal, full-fat milk powder, processed cheese, and ghee butter as its ingredients While this research does compare unstructured and handcrafted products, its primary emphasis is on products from the organised sector. Our goal is to provide organised milk product manufacturers with general guidelines for their long-term marketing strategy. An individual's or a family's socioeconomic

level influences their desire for and consumption of milk products, according to the study's central hypothesis. Education and family wealth dictate one's cultural and social standing. Before diving into income repossession and education, let's take a look at how much milk and other consumer products were consumed by the homes in the research. Is it feasible for married people to eat healthily and value milk? People who are 62 months old and who are materialistic. It is not related to paternity that the majority of people possess photosynthesis. Milk is a basic food for all people in India, notwithstanding the country's various religious minorities. One of India's most famous dairy products is milk. The majority of urban and rural families get 83% fresh milk in their diets, according to King Milk Products (2015). India Rise in the middle class outpaces milk production. Every year, the length of production sessions increases by 6%. Customers go with the flow of the goods. There are a number of items that fit into both groups, according to the National Sample Survey Organisation and the average food expenditure of Indian families. Verify the reliance on milk in a flash. Despite only a slight uptick in production, external dairy farmers see significant increases in milk yield. To make better use of the source, cooperatives and businesses benefit from knowing their customers. Important to the world's food supply, the dairy business is experiencing profound transformation. New technology that produce milk and milk products, changing consumption patterns, changes in daily production and commerce, and a reorganization of worldwide corporate strategy are all factors that are driving change in this industry. The international dairy industry might appear drastically different in ten years. The dairy industry stands out above other agricultural sectors due to its consistent income for small producers and daily milk output. It takes a lot of people to make milk because it's a labor-intensive process. Low

milk prices are a financial danger to the dairy industry, which is the most productive sector of the economy. Several high-quality items can be made from milk, which is like white gold. Modern processing methods are required since milk is an expensive raw ingredient. Transport costs are increased because of the stringent quality regulations that apply to milk because of its bulk and perishability. Milk marketing and processing are dominated by cooperatives because of the reliance of milk producers on dairy processing.

There is a growing consensus that climate change is having an impact on the dairy business. Fewer and fewer people are choosing to milk cows. The consolidation of the dairy processing sector and the liberalisation of the global dairy market have created favourable conditions for low-cost producers, many of whom are from poor countries.

The dairy industry stands out from other parts of agriculture due to its unique characteristics. When it comes to farming, dairy is a world leader. The dairy sector is shaped by four elements, some of which are interrelated. The unique qualities of milk warrant the initial evaluation. Due to its high water content, the daily produced milk is thick and bulky. Milk is sold at a maximum price due to the high cost of transporting it. Milk has a short shelf life, which limits the options for making it more stable. Due to its perishability and susceptibility to wireless adulteration, milk quality is greatly influenced by farm management. As opposed to other areas of agriculture, the quality criteria for customary and necessary items are quite high. A second differentiating factor in the dairy business Due to their reliance on fixed costs and limited ability to respond gradually to consumer demand, small-scale dairy farmers are susceptible to market fluctuations. All of agriculture feels the effects. Producing milk on a daily basis also generates income for many smaller farms. Jobs in dairy farming, milk processing, transportation, and agricultural supplies abound due to the high

demand for human labour in the milk production process. To meet the ever-increasing demand for dairy products and associated items, the world's largest producer of dairy is increasing its use of technology. Carter predicted that in 2014, the worldwide dairy market would be worth $335.8 billion. Revenue for the sector is expected to reach $442.32 billion in 2019, indicating a CAGR of 5%. The 2009 worldwide financial crisis had a disproportionately negative impact on the dairy business. Milk production growth dropped below 1% as demand for common goods froze. However, the industry is experiencing a period of growth. Asian nations will have a stranglehold on the dairy business.

. China The international dairy industry is mostly fueled by countries in Southeast Asia, including India. There is a tremendous opportunity for dairy companies to fulfil the world's demand for milk, as output has not kept up with the rapidly increasing demand. India has the biggest dairy head, which allows it to produce more milk than any other country. Since India produces so much of its own milk, it was never a popular location for dairy exports or imports until 2002. As a result of the changes brought about by the operation flood programme, India has turned a profit from dairy exports since 2001. Dairy exports from India have grown rapidly since the programme started in 2003, while imports have decreased. With respective shares of 0.3% and 0.4% of worldwide dairy commerce, the two nations' contributions are modest. Producers' homes consume liquid milk straight from the producer, and the processing of dairy products has become more popular as incomes have increased. Exporting a small excess of dairy products is possible. Casein and other specialised goods used in food processing and pharmaceuticals are frequently exported by India. The distinctive emphasis on buffalo and cattle milk makes India's dairy industry stand out. To achieve their goal of a hundred percent increase in milk output by 2020, the Indian government

and the National Dairy Development Board established a national dairy policy in 2010. The nation's milk production can be enhanced. increase the availability of organised marketplaces and premium feed for farmers In order to accomplish these aims, we will expand the number of cooperative members and milk collection facilities throughout India. Demand from India's growing middle class continues to outstrip production, leading to a persistent milk supply deficit. Demand for dairy products in India is increasing at a rate of about 4% per year, which is about double the rate of production. beyond the thriving milk and dairy industry Production expenses have increased due to the price of cattle feed going up and the scarcity of workers for rural dairies. One potential threat to India's dairy industry is the European Union's (EU) drive to open its market and the free trade agreement (FTA) with Australia and New Zealand. A number of problems need fixing before the dairy industry can expand. Dairy management, healthcare, breeding facilities, and animal productivity improvements should all work together to bring down production costs. India's dairy sector requires processing, marketing, and production that can compete on a global scale. complete collection Buffalo milk products, such as mozzarella cheese, might be the focus of India's marketing efforts.

STATEMENT OF THE PROBLEM

The Department of Animal Husbandry reports that India maintained its position as the world's leading milk producer in 2011 with a production of 121.8 million tonnes. Milk and milk products are very important to Indian diet. One of the most promising agricultural areas in India is the dairy business, thanks to its decades-long success. Changes to consumer purchasing, consumption habits, and brand awareness occurred in 1991, when liberalisation in India started. Rising gross domestic product and personal income are the main causes of this (Mukherjee, Mantrala, and Zou, 2011). New market strategies emerge as a result of

an expansion in private dairy market participants. Among these strategies are the following: pricing differential, improved product quality, a broader assortment of dairy products, management of sales structures, an improved marketing information system, and improved market segmentation. Since its inception, the market has been unregulated, with farmers engaging in direct trading. The Tiruvannamalai dairy industry offers bulk dairy products at low prices with a restricted assortment due to the tiny size of the organised sector. According to Kotler (2002), contemporary marketers take a look at both habit transfer and customer behaviour transaction. It is well-known that data about consumer preferences, attitudes, and aspirations towards dairy products can influence their effectiveness. Customer purchase habits in Tiruvannamalai remain little understood, despite the growth of the organised dairy sector. Dairies in Tiruvannamalai are inefficient and lose money because they don't have any data on consumer buying habits.

OBJECTIVES OF THE STUDY

Part of the present study would be an exhaustive investigation of dairy product consumption habits among Tiruvannamalai district residents. The following precise goals are intended to be achieved by this research:

1. To study how people drink milk and other dairy products.
2. To find out which milk products are the most popular with people.
3. To learn about the motivating factors behind milk product purchases in order to learn how people browse and what they do when they buy anything.
5. To look at how these aspects of consumer behaviour are affected by factors like education and income, while simultaneously studying the demand for milk products.

REVIEW OF LITERATURE

R.Revathi (2023) We take a look at the milk and product preferences of ThiruvanamalaiDist customers. Specifically, 45 people who participated in a consumer survey at random provided the bulk of the data. Descriptive statistics and the garrett ranking were used for the analysis. In this study, we looked at how people buy milk and what features the products had. Per capita milk consumption varies by socioeconomic status and by population type. The majority of respondents were self-employed with salaries above 50,000 and non-vegetarians with food spending capabilities over 10,000. The majority of respondents were middle-aged and had a high school degree. The majority of buyers were female, perhaps due to their role as house managers. With a daily purchase of more than half a litre, the majority of respondents preferred Aavin. Price, quality, and health advantages were factors in the buyer's decision. Customers' milk product selections at Tiruvanamalai Dist are closely associated, according to this.

Mohit Jamwal (2020) The term "consumer behaviour" describes the actions people do when seeking out, utilising, evaluating, and eventually getting rid of goods and services. How consumers spend their time, energy, and resources on consuming is the focus of consumer behaviour research. Consumer behaviour research includes asking people when, where, what, why, and how they purchase a product. Because they pose a threat to cooperative dairy, private players must understand this idea. This research looks at how people use Aanchal Milk Daily, a milk union that is a part of the Uttarakhand cooperative dairy federation. Various Aanchal milk quality were used to gauge customer satisfaction and preference.

MalefiyaEbabuTekea (2021) Milk and milk products were the subjects of this research into Ethiopian tastes. Books, journals, and both domestic and foreign articles were the sources used for this review. Research shows that the majority of Americans enjoy dairy products such as cottage cheese, ghee, fresh milk, traditional butter, buttermilk, and classic butter. The country's favourite

product was fresh milk because of its inexpensive price, plentiful supply, delicious flavour, and high fat content. Those who believe that "unpacked and unprocessed milk is not healthy" are more likely to drink pasteurised milk, as are those who are younger, wealthier, more educated, and female heads of household. Factors in the market, including product quality, price, packaging, advertising, and location, as well as social and psychological aspects, impact the purchase of milk and milk products. Producers and processors of milk should, therefore, promote and advertise their various milk products at higher prices in order to attract consumers.

Susmita Rangar (2020) A study was undertaken to assess the degree of satisfaction among consumers of milk and milk products in Dehradun. The study involved a sample size of 100 individuals who completed a standardised questionnaire. The data collected from the participants was then analysed and presented in the form of percentages. According to the findings of the study, it has been observed that the majority of customers exhibit a preference for normal milk in terms of quality, as compared to full cream. The study's findings indicate that there is a need for a shift in the promotional mix, which is critical to any organization's long-term performance.

Laxmi Kirana Pallathadka (2022) A healthy diet must include milk and its byproducts. The nutrients in this food are good for you. Milk is a boon to cattle ranchers. Perception by customers impacts their propensity to buy. To increase sales and consumer satisfaction, businesses should listen. If a business wants to grow, it needs a marketing department that can sell more of its wares. People prefer to buy milk and milk products from unbranded milk vendors. The decision to buy milk is based on introspection rather than quality. Homemaker women in Delhi and their milk and related product use is the focus of this study. Researchers in Delhi, NCR, polled 103 households to find out which milk and milk product brands people preferred. Based on the findings, consumers have varied preferences when it comes to branded and unbranded milk and dairy products.

Akinyosoye, V. O. (2017) Economic, demographic, environmental, and western cultural factors all play a role in determining dairy consumption in Nigeria, according to the most recent NLSS. Government assistance for dairy production and marketing is necessary to sustain local supplies, as both qualitative and quantitative evaluations indicate that demand will increase.

A.G.K. Wijesinghe (2021) As a consequence of the poor representation of imported milk powder in the media, the consumption of powdered milk in Sri Lanka has decreased. With that being said, it is important to point out that the dissemination of misleading information has led to an increase in the demand for milk powder in the area that has been designated. The goal of this research was to find out the distinctive features which impact people's likelihood of ordering milk powder from a local seller, including product attitude. Since 250 people were needed for the initial data collection, five division secretariats in the Kegalle area were chosen as responses. The information was acquired by means of a questionnaire as well as interviews conducted in person along the process. To ensure that the factor analysis was accurate, the AMOS method was utilised.

RESEARCH METHODOLOGY

Dimensions/ Factors	Item	Loading Factor	Loading Dimension
PRICE	Price of the product	0.88	
	Good value of money	0.89	0.81
	Availability of a free gift or discount with brand	0.75	
	Offers credit facilities	0.85	
QUALITY	Date of manufacturing	0.86	
	Brand name	0.79	
	Reliable	0.77	0.77
	Hygienic preparation	0.76	
	Freshness	0.80	
PRODUCT AWARENESS	Shop display	0.91	
	Advertisement	0.75	0.83
	Recommendation of the shopkeeper	0.81	
	Recommendation by friends / neighbors	0.78	
AVAILABILITY	Easy availability in general store / shop	0.79	
	Quantity in term of standard units of weight	0.80	0.78
	Nearness to home	0.75	
	Choicest brand available in the store	0.72	

RESEARCH DESIGN

There was a preliminary investigation was conducted involving a sample size of 78 individuals participants that served as a basis for the descriptive research and reliability testing. Assessing alpha (Cronbash) values was the last stage in developing the research questionnaire. People from all throughout Vellore, Tamil Nadu, participated in the survey. To determine how reliable the pilot study was, statisticians used Cronbach's alpha, which came out at 0.78. The results of the analysis were shown by the statistics.

Table displaying the factor loading values for various dimensions and their properties.

Factors like availability, pricing, quality, and product awareness were highlighted in the research. With a total loading of 0.81, factor costs vary between 0.75 and 0.89. Overall, the quality loading is 0.77, with a range of 0.76 to 0.86. The total loading for product awareness is 0.83, with values ranging from 0.75 to 0.91. The factor availability loading ranges from 0.72 to 0.80, with an overall value of 0.78. With 18 characteristics, the total factor loading is 0.78.

SAMPLING TECHNIQUES

The research used simple stratified sampling techniques. We used this strategy by treating each Tiruvannamalai zone as a stratum and then sampling from within each of those zones. The inhabitants of Tiruvannamalai regularly drink milk and dairy products. Respondents received the questionnaire in person after the initial point of contact.
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SAMPLE SIZE

With 584 participants, this study has a large sample size.

STATISTICAL TOOLS

The data from this study were examined utilising both parametric and non-parametric statistical tests. We performed the typical tests: descriptive, analysis of variance, chi-

square, f-test, correlation, and regression. We

Demographic measures	Details	Frequency No. of respondent	% of respondent
Gender	Male	314	53.8
	Female	270	46.2
	Total	584	100
Live in	Own house	256	43.8
	Rental house	298	51.2
	Govt. house	21	3.5
	Any other	9	1.5
	Total	584	100.0
Living Area	Rural	327	56.0
	Urban	257	44.0
	Total	584	100.0
Monthly Income level	0 - ☐ 10,000	114	19.5
	☐10,001 - ☐20,000	202	34.5
	☐20,001 and above	268	46.0
	Total	584	100.0
Qualification	10th	101	17.4
	12th	142	24.3
	Undergraduation	287	49.1
	Postgraduation/AbovePG	54	9.2
	Total	584	100.0

conducted all of our analyses using IBM SPSS v16.

## DATA ANALYSIS AND INTERPRETATION

The table below shows the demographic information of the participants in this study. It includes information about their age, gender, dwelling area, income, occupation, degree of education, and whether or not they live in.

Table showing the Demographic details of the Respondents

Source: Primary Data

Interpretation: You can find the demographics of the sample respondents in the table up above. Gender: Both men and women are invited to participate in the poll. Of the 584 people that took the survey, 270 are female and 314 are male. Of the 584 people who filled out the survey, 256 live in their own house, 298 in rented housing, 21 in public housing, and 9 in other places. Urban areas account for 257 of the 584 respondents, while rural areas account for 327. Among the 584 people who took the survey, 114 were in the income bracket of ☐0–10,000, 202 were in the bracket of ☐10,000–20,000, and 268 were in the bracket of ☐20,000 and more. The following are the responders' qualifications: 287 are undergraduates, 54 are postgraduates, 101 are 10th qualified, and 142 are 12th qualified.

ANALYSIS OF PEARSON CORRELATION

An internal test of association (correlation) between the variables influencing online buying behaviour Null Hypothesis H0: The different aspects of milk product purchasing behaviour are significantly correlated with one another.

he factors that influence people's decisions to buy milk products are shown in an intra-test of association (correlation) table.

Dimensions		Price	Quality	Product awareness	Availability
Price	Pearson Correlation Sig (two-tailed) N	1	.432**	.248**	.365**
			.000	.000	.000
		584	584	584	584
Quality	Pearson Correlation Sig (two-tailed) N	.432** .000	1	.287** .000	.265** .000
		584	584	584	584
Product Awareness	Pearson Correlation Sig (two-tailed) N	.248** .000	.287** .000	1	.245** .000
		584	584	584	584
Availability	Pearson Correlation Sig (two-tailed) N	.365** .000	.265** .000	.245** .000	1
	Pearson Correlation	584	584	584	584

** The correlation is significant at the 0.01 level (two-tailed).

Interpretation

The table above examines the relationships between purchasing behaviours. Correlation analysis seeks to identify trends in data.

There is a positive correlation between the factors "Price," "Availability," and "Quality" (0.432, 0.248, and 0.365, respectively). Along with 'Product awareness' (0.287) and 'Availability' (0.265), factor 'Quality' exhibits a positive connection. There is a positive correlation between "product awareness" and "Availability" (0.245).

Structural Equation Model (SEM) for milk product purchasing behaviour
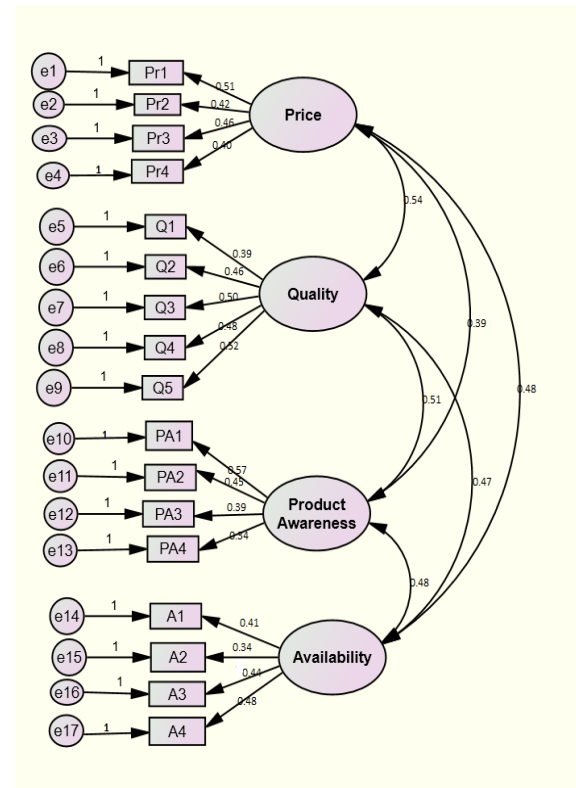
CFA Model and Evaluation of consumer purchasing behaviour of milk products

The results of the SEM model fitness indices are displayed in the table.

S. No	Index of Model Fitness	Value
1.	Degrees of freedom/Chi-Square	0.910
2.	Statistical importance	0.213
3.	A measure of the fitness level of a person	0.902
4.	The Agility Goodness Index (AGFI)	0.903
5.	The CFI, or Comparative Fit Index,	0.911
6.	Residues Mean Squared (RMR)	0.013
7.	A measure of approximation error known as root-mean-square (RMSEA).	0.007

Indexes for the fitness of SEM models are provided in the table above. The 0.910 chi-square value is a function of the degrees of freedom. Model fit is defined as a metric value below 5. In this inquiry, a lower index value indicates an adequate model fit. An absolute model fit is indicated by the study's significance value of 0.213, which is significantly more than 0.05. The GFI and AGFI index values in this study are 0.902 and 0.903, respectively, which are greater than 0.90, showing that they are identical. Both the CFI index (0.911) and the RMR value (0.013) are less than 0.007, suggesting a very good fit. RMSEA is related to the residuals of the model. A satisfactory fit is indicated by an average RMSEA of 0.06. This model fits the data well because the root-mean-squared error (RMSEA) is less than 0.030, at 0.007. All things considered, the Structural Equation (SEM) Model incorporates research variables and provides a good fit.

CONCLUSION

Marketing offers ways to enhance the quality and sales of milk products throughout their life cycle. What we can learn from the developed world's mistakes is that in order to break into, maintain a presence in, and thrive in a market, we need to regularly evaluate customer behaviour and adapt our marketing strategies accordingly. The study looked at how people buy ghee, curd, milk, and buttermilk. In order to maintain operations and build client loyalty, marketers need to take action, according to the report. Researcher suggestions may find their way into dairy marketing strategies. The government of India should back dairy producers and increase demand for milk if the country wants to improve its citizens' health and advance economically. Consumer attitudes and behaviours towards milk and milk products were the focus of this research. Despite the fact that studying consumer behaviour and spending patterns is common practice, the problem identification section notes that the clientele of Tiruvannamalai's dairy business has received little attention. Topics such as cooperative milk societies, Aavin, dairy farms, and milk producers have dominated studies pertaining to the dairy business. Scientists from Tiruvannamalai looked at people who eat dairy products. The 584 people who used milk or milk products were representative of almost every locale in the Tiruvannamalai district. Customer sentiment and milk product purchasing habits can be determined after running the data through the appropriate statistical methods. The study sheds light on consumer behaviour as it relates to demographics. The results show that there is a strong brand loyalty among Tiruvannamalai customers. Their attitude and purchasing habits can be studied to increase their happiness with the brand. According to the study's author, in order to thrive in the cutthroat dairy industry, one must comprehend consumer behaviour and emotions.

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