

A Study of Consumers Behaviour Towards Different Milk-Type in Kalyan City

Kanchan Duttⁱ

Varsha Mallahⁱⁱ

1. INTRODUCTION

Dairy development has been acknowledged as the most successful developmental programmes in India substantiated by the fact that the country has achieved the distinctive position of being the highest milk producer in the world with an estimated milk production of 121 million tonnes in 2010 – 11. India is viewed as one of the world's largest and fastest growing markets for milk and dairy products with an annual growth of 7.5 per cent in value terms. One of the interesting facts of Indian dairy market is that it consumes almost 100 percent of its own milk production. India proves to be a very good dairy market for the fact that people here have a very good understanding of milk and dairy products. India has a population of more than 1 billion with diverse food habits, cultures, traditions and religions. Most of the population of India strictly follows vegetarian diet therefore milk becomes an important source of animal protein. It is considered as complete food. It is consumed all across the nation in different forms. In most of the communities milk is essential part of their meal and a large variety of preparations are followed.

Indian dairy industry is highly unorganized. Almost 80 percent of the market is dominated by local milk men and sweet mates. Only 20 percent of the industry is organized. It is therefore important for the organized milk marketers to know and understand what consumers are looking for. Milk producers must meet consumers' demand and expectations in order to remain competitive. It involves an in depth study about the nature of the consumer, their taste, their likes, their preferences, brand loyalty and many other characteristics related to the consumer and as well as to the product.

2. OBJECTIVES OF THE STUDY

The present paper focuses on consumer's behaviour for liquid milk in Kalyan city. The specific objectives of the study are as follows-

- To study consumers preference for different kinds of milk available in the market.
- To study consumers preference for different attributes of milk.
- To study consumers behavior for their preferred milk type.
- To find out top of mind awareness regarding different milk brands available in the market.

3. Research Methodology

The present study is an attempt to study the consumer's behaviour for liquid milk in kalyan city. To undertake the study following plan of action was implemented.

3.1 Data Collection

For evaluating the objectives of the study, both primary and secondary data were utilized. The primary data were collected from 72 respondents residing in Kalyan city through self developed and pre-tested questionnaire. The information related to type of milk, TOMA, criteria for preferences were collected to understand the people's preference for different type of milk.

3.2 Processing and Analysis

The technique of tabular analysis is employed to study the responses of people. The statistical tools like average, percentages are further employed to summarise and compare various items in the study. To understand consumer's behaviour for their preferred milk type cross tab is used with the help of rank scores.

3.3 Limitations of the Study

Following are the limitations of this study-

- The study is confined to Kalyan city only. Therefore, the results may not be generalized for other cities.
- There are many other variables which affect consumer preferences and behaviour but are not considered in this study.
- The sample size is limited as it is an academic research paper.
- The consumers may vary in their interpretation of questions.

4. Findings and Analysis

Consumers are the most important component of today's marketing. They play an important role in guiding the business to provide goods and services as per their requirements. Consumer's research is extremely important to device market strategy, because knowledge of the factors influencing consumer-buying behaviour and consumer's preference towards a product can help to increase market share and milk market is no exception to this.

Preference for different kind of milk

The liquid milk market in India mainly comprises of packed milk (Branded/Organised) and unpacked milk (Non-branded/Unorganised). To understand the preference for different kind of milk the respondents were divided into three age groups. Table-1 summarizes the statistics related to purchase of different kind of milk by the respondents of various age groups.

Table-1: Purchase of different kind of milk

Age Group	Non-branded		Branded		Both		Total
	No.	Percent	No.	Percent	No.	Percent	
18-30 (Group-1)	2	10	14	70	4	20	20
31-50 (Group-2)	10	23.8	32	76.2	0	0	42
Above 50 years (Group-3)	6	60	4	40	0	0	10
Total	18	25	50	69.4	4	5.6	72

Source: Survey data

The results of responses towards different kind of liquid milk shows that 70 percent of people in Group 1, 76.2 percent in Group 2 preferred and purchase branded milk over non-branded milk, whereas 60 percent respondents from group 3 purchase non-branded milk. Consumers prefer branded milk because of its guarantee of quality, long shelf life, and packaging to carry and store. The desire to purchase a safe food product is also a reason to prefer packed fluid milk. Education, age, income, and other demographic characteristics of consumers influence pasteurized and sterilized milk consumption. Non-branded milk is preferred by some consumers because it is cheaper than packed milk and is delivered at their doorstep with no additional cost. Local milk sellers incur no packaging costs since consumers supply their own milk containers. Hence, the price of unpacked fluid milk is much lower than processed milk.

Also, in many families there is unawareness regarding benefits of processed milk. There is a clear need for creating awareness and spreading information regarding sterilization and pasteurization of milk. In fact it will be more apt to say that dairy organization should organize educational programmes related to processing of milk and its benefits.

Consumers Preference for Different Attributes of Milk

Respondents were asked to specify their preference for different characteristics related to milk which affects their consumer behaviour. The features selected were appearance, colour, taste, aroma, freshness, texture and overall acceptance of the milk. It was found that 92 percent of the respondents did not look for any of these characteristics. The same consumer when buys any other food product looks for many things such as freshness, texture, colour etc. Milk is a very regular product for them and they buy it on the basis of their immediate requirement. There is a great deal of dependency and trust on the milk suppliers for quality of milk. Dairy companies can position their brands on the basis of these characteristics in the market. This again requires creating awareness, spreading information and then positioning their brands.

Consumer Behaviour for preferred Milk Type

The respondents were asked to rank the different behaviour options if their regular milk brand is not available. The response is summarized in table-2. Each rank is assigned certain points. The highest rank first is assigned 10 marks, second is assigned 8 marks, third is assigned 6 marks, fourth is assigned 4 marks and fifth rank is assigned 2 marks. The final score for each option was then calculated.

Table-2: Consumer Behaviour for Preferred Milk type

Age Group	Rank	Postpone purchase		Other brand		Other shop		Non branded		Don't buy	
		Tot ranks	Score	Tot ranks	Score	Tot ranks	Score	Tot ranks	Score	Tot ranks	Score
18-30 (20)	1	0	0	4	40	16	160	0	0	0	0
	2	0	0	2	16	4	32	12	96	2	16
	3	4	24	14	84	0	0	2	12	0	0
	4	14	56	0	0	0	0	6	24	0	0
	5	2	4	0	0	0	0	0	0	18	38
	Total score	84		140		192		132		54	
			(4)		(2)		(1)		(3)		(5)
31-50(42)	1	0	0	20	200	22	220	0	0	0	0

	2	2	16	12	96	14	112	14	112	0	0
	3	10	60	10	60	2	12	18	108	2	12
	4	30	120	0	0	4	16	6	24	2	8
	5	0	0	0	0	0	0	4	8	38	76
	Total score		196		356		360		252		96
			(4)		(2)		(1)		(3)		(5)
Above 50 (10)	1	0	0	2	20	8	80	0	0	0	0
	2	0	0	4	32	2	16	4	32	0	0
	3	0	0	4	24	0	0	6	36	0	0
	4	10	40	0	0	0	0	0	0	0	0
	5	0	0	0	0	0	0	0	0	10	20
	Total score		40		76		96		68		20
			(4)		(2)		(1)		(3)		(5)

Source: Survey data

It was observed that for all the three age groups if their preferred milk brand is not available they would go to other shop. Most of the respondents believe that milk being regular and essential product they would not like to change the brand very often. There is a brand following as milk is essential dietary product. There should be strong reason for which they can think for a change of brand. The study shows that only if preferred milk is not available in the nearby shops also then the consumers can buy any other available brand. The reason for this option to get second rank is that milk is essential commodity. It is a product which is required in a daily course in almost all the households. In most of the families' milk is vital part of their diet. As it is difficult to manage without milk the consumers may go for alternative brands. If any other branded milk is not available the consumers will have to opt for non-branded milk. The reason for this is because it is difficult to prepare a vegetarian meal without milk. At the most people can postpone their purchase if no milk is available. It is certainly the most difficult thing that people don't buy milk at all and that is why the study shows it as the last resort.

Top of mind awareness

The top of mind awareness (TOMA) related to a brand shows the highest level of awareness. This not only provides a strong place in the memory but also results in purchase decisions. This is most effective if it is an impulse purchase. Therefore it is very important for the marketer to work for TOMA.

Table-3: Top of Mind Awareness

Age Group	AMUL		Gokul		Mahanand		Total
	No.	Percent	No.	Percent	No.	Percent	
18-30	16	80	0	0	4	20	20
31-50	22	52.38	10	23.8	10	23.8	42
Above 50 years	8	80	0	0	2	20	10
Total	46	63.9	10	13.89	16	22.22	72

Source: Survey data

The responses to an open ended question to find out the TOMA for milk brands shows that 80 percent of people in Group 1, 52.38 percent in Group 2 and again 80 percent in group 3 placed AMUL as the most remembered brand. This shows the popularity of AMUL milk amongst the people. The responses are summarized in table-3. It is important to note that in comparison to AMUL no other milk brand is able to give good competition. AMUL is the role model of dairy industry in India. It provides assured market to all its dairy farmers throughout the year. It provides high quality products at reasonable prices to its customers. It has developed a very vast and robust supply channel. It has established a very vast co-operative network. On top of everything AMUL is very marketing savvy. The sum total of these entire factors make AMUL the most remembered milk brand in India.

5. Conclusion

The study shows that there is specific preference for different types of milk amongst the consumers. Indian dairy products form a very important part of social and religious events of Indian society. Milk and milk products are the important part of daily meals in most of the communities and families. The people therefore look for easy availability, affordability of these products. Unorganized dairy becomes an obvious choice for the people as it serves the immediate purpose.

One of the important observations of this study is that there is unawareness related to benefits of processed milk. There is a need for creating awareness, spreading information and educating consumers about the importance of pasteurized milk which is provided by the established milk brands in the market. In addition, If organized dairy improve its performance in terms of easy availability and affordability the dependence of people on unprocessed milk will be

over. This will give the required boost to the organized sector and the involvement of the organized sector will drive the growth of Indian dairy industry.

Today's market is consumer oriented. It is therefore important for dairy companies to study consumer behavior and accordingly plan their marketing strategies. The present study shows that the most remembered brand in the category of liquid milk is AMUL. The reason for which is the consumer centric approach followed by AMUL in its marketing practices.

References

- Abhinav Goel, A brand story of Amul, dissertation submitted for IIM (Kozhikode)- PGP course, 2003-2005.
- Ana KAPAJ, Catherine Chan HALBRENDT Eda DECI Milk market segmentation: Study on the Consumers preferences in Urban Albania 2010.
- Ashraf Imam, M N Zadeh, and Laxmi Rani Dubey , Dairy marketing strategies in the context of Globalisation: Issues and Challenges, International Journal of Trade, Economics and Finance, Vol. 2, No. 2, April 2011
- Department of Animal Husbandry, Dairying & Fisheries, Ministry of Agriculture, Government of India - <http://dahd.nic.in/>
- Department Of Commerce, Ministry of Commerce & Industry, Government Of India - <http://commerce.nic.in/eidb/Default.asp>
- Hemanth C RPatna, A study and analysis of customers perception on Nandini milk and its products at Hassan city, unpublished thesis submitted for MBA, H R Institute of Higher Education, Hassan, Oct 04, 2010.
- Jayson Rasalam, Consumer Satisfaction of Milk and Milk Products of Milma , published in Patientsatisfaction.blogspot.in, November,25, 2011.
- K. Rajendran, Samarendu Mohanty, Dairy Co-operatives and Milk Marketing in India: Constraints and Opportunities, Journal of Food Distribution Research 35(2), July 2004.
- Natalie Heather Smith, A Study of Milk Marketing by Selected Dairy Companies in Port Elizabeth , Paper presented for M.B.A, DePort Elizabeth Technikon, 1999.

- Shannon Allen and Ellen Goddard, Consumer preferences for milk and yogurt attributes: How health beliefs and attitudes affect choices, agricultural & Applied Economics Association's 2012 Annual Meeting, Seattle, Washington, August 12-14, 2012.
- Sandeep Singh Viridi, Dyal Bhatnagar, Hardeep Kaur, Consumer Behaviour Regarding Branded Milk vis-a-vis Unbranded Milk, Indian Management Studies Journal 11, PP 105-125, 2007.

ⁱ Assistant Professor, Shailendra Education Society Art, Commerce and Science College, Maharashtra
Email Id: kanchanpdutt@yahoo.com

ⁱⁱ Assistant Professor, Bhavan's H Somani College, Maharashtra
Email Id: sonavane.varsha@gmail.com