

A Study On Customer Attitude Towards Packaged Milk In Coimbatore City

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ABSTRACT

Milk is the most important diet of human beings. It is an integral part of Indian food for both vegetarians and non-Vegetarians. Indians have knowledge on usage and consumption of milk and allied products over number of decades and play a pivotal role in the development of our economy. The Indian dairy sector not only contributes to the nation's health but is also responsible for country's economic growth, and also has a huge potential for export. In milk production, dairies supply two third of the domestic requirements. Milk among all commodities, is the largest contributor to the rural economy in India. At an all India level, the value of milk produced per annum is higher than the combined production of rice and wheat. Some of these nutrients of concern provided by milk and dairy foods include calcium, vitamin D, phosphorus, magnesium, and protein. Calcium is a major mineral constituent of milk and dairy products; calcium is essential in skeletal health, muscle contraction, and nerve transmission. Even though it's healthy, the purchasing behaviour is influenced by many factors like price, income, health, convenience etc. Thus the researcher seeks it necessary to attempt a study on consumer attitude towards packaged milk.

Keywords: Packaged Milk, Consumer Attitude, Factors influencing packaged milk

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INTRODUCTION

Milk is a global food and it's playing a vital role in improving nutrition and boosting the livelihoods of farmers across the nation, as they are the sources of production for the vast amount of milk and dairy products that human consume. Milk is known for its richness in calcium and thus its importance for bones. It contains protein, carbohydrates, vitamins, minerals and fat. Milk and milk products like butter cheese, yogurt, curd, condensed milk and ghee are not the only source of calcium consuming them as part of healthy diet and make it easier to meet calcium requirements. Most requirements. Most of the body's vitamin D is synthesised by the body on exposure to sunlight, so spending time outdoors is also important, and it has several health benefits namely, Glowing skin, healthy bones and teeth, muscles, weight loss, less stress and healthy body. However daily consumption of milk group foods is suggested by the experts are Children 1-8 years old, 2 servings, children 9 years and adults 3 servings. So the milk travels through pipes to the automatic packaging machines that will fill and seal the milk in to paper cartons, which can stay good for months and sold in to the market.

PACKAGING OF MILK

Milk is the best example of a food product that due to processing technology, packaging material and methods, is able to extend its shelf life from hours into weeks and months. The shelf life varies depending on raw milk quality, processing conditions, microbial growth, packaging materials, exposure to light and temperature abuse. A good packaging will help to protect the product from oxidation. Packaging is the technique of using the most appropriate containers and components to protect, carry, identify and merchandise any product. It constitutes a vital link between the manufacturer and eventual consumer for the safe delivery of the product through the

various stages of manufacture, storage, transport, distribution and marketing. In order to deliver fresh, sound and convenient form of milk and to minimize the losses protective packaging is necessary to withstand the hazards of climatic changes, transportation, handling etc. Package has a threefold functions of containing, protecting and merchandising. With rapid industrialization and improvement in transportation methods, packaging standards would have to be reviewed periodically so as to effect an economy in packaging-which is so vital, particularly in international trade.

With the help of Pasteurization and processing of milk, improves the milk quality by killing pathogenic microbes and other micro-organisms that are present in the raw milk. Controlling with the use of reliable and advanced technology, providing high quality and great taste of milk. Milk undergoes various type of heat treatment like high temperature-short time (HTST) pasteurization or ultra-high temperature (UHT) treatment. HTST pasteurization of raw milk, helps in improving shelf life upto 48 hours when stored at refrigerated conditions. Ultra-high temperature (UHT) sterilisation of raw milk, improves shelf life 3 to 6 months at room temperature. In HTST pasteurization process, the milk is heated for 15 seconds at 72 degrees Celsius, immediately after which it is cooled to less than 4 degree Celsius. Such pasteurized milk is then packaged in hygienic containers. The UHT process, on the contrary, heats milk for a very less time - just about a second or two at a temperature between 135 to 145 degrees Celsius. This Celsius is followed by cooling to ambient temperature and then packaged in bottles or packs under sterile condition.

STATEMENT OF THE PROBLEM

Milk is indispensable item of consumption for human beings. Though, Dairy Co-operatives exist in the market function under the control of Government and play a lead role, and large numbers of competitors are also marketing milk under different brands. Along with the development in transportation and communication, marketing of milk has become highly competitive, Milk produced by the producers throughout the state is collected, pasteurized, packaged and distributed by the intermediate private vendors under different brands. Consumers also preferring to purchase, store and use packaged milk. Though the sale of packaged milk is

popular in cities, it has gained momentum in the area of study in recent years. Thus the researcher finds it is necessary to attempt a study in the area of attitude of the consumers and to identify the factors influencing the attitude of the consumers and the following research questions were raised.

- What is the consumers' attitude towards the packaged milk?
- Which factors influencing their attitude towards purchase decision of packed milk?

In order to find out the answers for the above questions researcher framed the objectives and analysis were made accordingly.

OBJECTIVES OF THE STUDY

1. To find out the attitude of the consumers towards packaged milk.
2. To identify the various factors which influencing the attitude of the consumers in purchasing packaged milk.

METHODOLOGY

The study is purely based on primary data. For this purpose, a well-structured questionnaire was framed and the responses were collected from 150 respondents in and around Coimbatore district.

TOOLS USED

In order to measure the attitude of the consumers, Simple Percentage analysis and mean ranking technique were employed.

ANALYSIS AND INFERENCE

Table 1
Simple Percentage Analysis

Age	Frequency	Percent	Result
< 25 years	17	11.33	35-40 years
25-30 years	22	14.66	
30-35 years	36	24.00	
35-40 years	40	26.66	
> 40 years	35	23.33	
TOTAL	150		

Gender	Frequency	Percentage	Male
Male	85	56.66	
Female	65	43.33	
TOTAL	150		
Educational Qualification	Frequency	Percentage	Under graduate
Illiterate	10	6.67	
School Level	27	18.00	
Diploma Level	35	23.33	
Undergraduate	45	30.00	
Post Graduate	33	22.00	
TOTAL	150		
Occupation	Frequency	Percentage	
Govt.Employee	24	16.00	
Private Employee	65	43.33	
Agriculture	0	0	
Business	45	30.00	
Professional	16	10.67	
TOTAL	150		
Marital	Frequency	Percentage	Married
Married	96	64.00	
Unmarried	54	36.00	
TOTAL	150		
Earning	Frequency	Percentage	2
1	35	23.33	
2	62	41.33	
More than 2	53	35.33	
TOTAL	150		
Monthly Income	Frequency	Percentage	Above 25000
<1000	0	0	
10,001-15000	12	8.00	
15001-20000	31	20.67	
20001-25000	44	29.33	
>25000	63	42.00	
TOTAL	150		

Source: Primary data

According to the demographic factors 56.66 % of the respondents are Male;majority of the respondents were in the age group of 35-40 years with 26.66 %; 23.33 % of the respondents are undergraduate; 43.33 % of the respondents are Private employees; 64 % of the respondents are Married, 41.33 % of the respondents were showed high frequencyof earning and 42 % of the respondent’s monthly income was above 25000.

Table 2
Awareness Level and Response of various Packaged Milk Brands

S.NO	Brands	Response of the consumers	
		Awareness of the brand	Frequent Brand
1	Aavin	150	76
2	Aroky a	150	37
2	Cavin	150	3
3	Sakthi	150	28
4	Komatha	150	0
5	Aroma	150	5
6	Thirumala	150	0
7	Heritage	150	1
8	KC pal	150	0

Source: Primary data

The above table indicates that, all the respondents are aware about the different brands of packaged milk. It was revealed that 76 customers are consumed Aavin milk, 37 respondents are consumed Aroky a milk, 28 respondents are consumed Sakthi milk, 5 respondents are consumed Aroma milk, 3 respondents are consumed cavin milk and 1 respondent consumed Heritage milk.

Table3
Mean Rank Analysis for the Factors influencing Consumers for Packaged milk products

S.No	Factors	I	II	III	IV	V	VI	VII	VIII	Total	Score	Rank
1	Price	4	1	15	18	24	27	37	24	150	494	V
2	Quality	81	46	10	5	3	3	1	1	150	1079	I
3	Quantity	37	84	15	7	4	1	1	1	150	1031	II
4	Availability	4	4	46	32	34	10	12	8	150	694	IV

5	Reliability	3	3	7	17	12	29	33	45	150	420	VIII
6	Advertisement	1	1	10	14	31	38	39	17	150	476	VI
7	Packaging	1	5	10	12	20	36	19	47	150	436	VII
8	Taste	19	6	37	45	22	6	8	7	150	770	III
	Total	150	150	150	150	150	150	150	150			

Source: Primary data

The average rank analysis is usually employed to identify the priority of the respondents on various factors selected for the study. Here, the average rank analysis was employed to identify the priority of the different category of respondents on the various aspects relating to consumption of milk products. Based on the results from primary data, the highest priority was given to Quality of the milk products with the mean score of 1079. The second highest priority was given to Quantity of the milk consumed with the mean score of 1031. Third rank given to taste of the milk consumed followed by availability of the milk and price of the packaged milk products in the rank positions of four and five along with the score of 770 and 494 respectively.

Hence it is concluded that among 8 different factors, Quality of the packaged milk is considered as the most influencing factor for purchasing the packaged milk products.

Based on the survey data the respondents gave high priority for the Quality aspects to purchase packaged milk.

While purchasing the packaged milk the consumers ranked for quality factor loaded with the total score of 1079, followed by quantity with the total score of 1031, Taste with the total score of 770, next to the availability with the total score of 694, Price with the total score of 494, total score of 476 was gained by the Advertisement, Packaging with the total score of 436 and Reliability with the total score of 420. Hence it is concluded that Quality is an important factor being considered by consumers while purchasing packaged milk.

FINDINGS AND SUGGESTIONS

- ❖ From the analysis, it was found from Table.1 26.66 percent of the respondents were in the age group of 35-40 years shows the highest value in purchasing packaged milk.
- ❖ It is a significant note that out of 150 respondents, 56.66 percent of the respondents are male and 43.33 respondents are female.

- ❖ It was found that 23.33 percent of the respondents are undergraduate shows the interest in purchasing packaged milk.
- ❖ Table 1 reveals that 43.33 percent of the respondents are private employee showing high interest in purchasing packaged milk.
- ❖ It was found that 41.33 percent of the respondents are in the category of 2 in the earning group.
- ❖ It shows that 42 percent of the respondents are highly interested in purchasing packaged milk.
- ❖ It was found that from table 2, 76 customers are consumed the aavin milk compared to the other brand. It reveals that there is a tendency of favourable attitude towards purchase and use of packaged milk.
- ❖ Table 3 reveals that the ranking analysis techniques were used to identify the factors which influence the attitude of consumers in purchasing packaged milk. it was found that most of the respondents decide their purchases of milk on the basis of Quality
- ❖ In terms of packaged milk government take necessary steps to provide milk at low cost which in turn may lead to favourable attitude of packaged milk. In addition the suppliers must take necessary steps to induce the customers to purchase milk by focusing the quality.
- ❖ Fear of harmful ingredients is the main factor preventing consumers from buying packaged products. Companies should try to stay away from such issues. It is better to obtain Government certifications to prove quality standards of packaged milk.
- ❖ Maximum care should be taken to avoid adulteration in food products.
- ❖ Unavailability of the brands leads to brand switching. To avoid this issue companies and suppliers always try to ensure proper and timely supply of the products to retailers.

CONCLUSION

India is the world second largest milk producer in the year 2018. Vice versa the consumers also high in India. India has been a substantial increase in the per capita income and growth in disposable income has significantly improved the purchasing power over the past decade. Rapid

urbanisation has led to a major increase in the demand for packaged foods, favourably impacting the dairy industry in the country. Brand loyalty is also developed by the usage experience, fulfilment of expectations and perceived satisfaction of a particular product.

Based on this study consumers showed their awareness and positive attitude while purchasing packaged milk. It also exhibits that the consumers take purchase decision was influenced by the following factors like quality, quantity, advertisement, price etc.

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