A study on consumer behaviour towards packaged milk with special reference to Arokiya milk in Thanjavur town

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Abstract:

Milk and milk product offer essential nutrition to any or all walks of life. It provides resource to millions of little and marginal farmers within the state. Tamilnadu is Associate in Nursing agricultural orientated State and majority of the farmers owns bovine. Shopper behaviour is outlined because the behaviour that buyers show in searching for, purchasing, using, evaluating and taking away product and services that they expect can satisfy shopper wants and needs. To elaborate more, shopper behavior focuses on however people make choices to pay their out there resources (time, money, effort) on consumption connected things. Consumers’ lifestyles square measure influenced by range of things. Like culture, subculture, values, demographic factors, status, reference teams, manage and additionally the interior makeup of the patron, which are emotions, temperament motives of shopping for, perception and learning. Customers also are influenced by the promoting activities. Thus the study focuses on shopper behavior towards varied brands of milk and milk product with special relation to Arokiya milk in Ammapet in Thanjavur town.

1.1 Introduction

Dairy and dairy items give fundamental sustenance to varying backgrounds. It gives work to a large number of little and minimal agriculturists in the state. Tamilnadu is a rural arranged State what's more, greater part of the agriculturists possesses steers. Dairying gives the fundamental wellspring of salary by horticulture. (Dr.S.Sivasankaran, Dr.R.Sivanesan,) Buyer conduct can be characterized as the conduct that customers show in hunting down, buying, utilizing, assessing and discarding items and administrations that they expect will fulfill shopper needs and needs. To expand further, shopper conduct centers around how people settle on choices to spend their accessible assets (time, cash, exertion) on utilization related things. That incorporates what they purchase? Why they get it? When they get it? Where they get it? How frequently they utilize it? How they assess it after the buy? The effect of such assessments on future buys, and How they discard it? The procedure begin much before the items have been procured or purchased. (Sachiffman L.G. furthermore, Kanuk L.L. (2008). Shoppers' ways of life are impacted by number of components.
Like culture, subculture, values, statistic factors, economic wellbeing, reference gatherings, family and furthermore the inside cosmetics of the purchaser, which are feelings, identity intentions of purchasing, recognition and learning. Purchasers are additionally impacted by the showcasing exercises. (Malika Rani 2012). Henceforth the investigation centers around purchaser conduct towards different brands of dairy and dairy items with exceptional reference to Ammapet town in Thanjavur District. This crossroads the related writing survey discovered predetermined number of papers that investigated the theme of concentrate in detail as takes after.

1.2 Review of Literature:
(Dr.S.Sivasankaran and Dr.R.Sivanesan 2013) decides how far the buyers are fulfilled with the general execution of the marked dairy makers. Presently the dairy business is confronting gigantic rivalry with numerous privately owned businesses go into this field. To maintain in the market by giving better administration, an organization ought to dependably endeavor to discover the fulfillment level of the buyers and should make every single essential walk and measures to hold the clients. Today, every one of the general population are expending milk and dairy items. Though Brand inclinations of the provincial and urban purchasers are contrast. A few purchasers are thoroughly mark faithful, purchasing just a single brand in an item gathering. A large portion of the purchasers change over to different brands. D. (Nidhyananth, S.Sugapriya 2013) delineates that Arokiya dairy has a decent notoriety among the clients so it can be broadened providing item towards the client interest for and accessibility in business sectors must kept up for the buyer to remain in the same Aavin mark. (T. Ravi chandran, and G. Arumugasamy 2013) the analyst demonstrated that the dominant part of the dairy customers lean toward crisp dairy. There is the popularity for Arokiya dairy in Nagercoil town and it is a positive sign for Local and National brands. They can advance their items by successful promoting, moved forward quality and by keeping a beware of the cost. (C. Jothi Mary 2013) said that showcasing idea begins with the shopper requirements and conduct in addressing these necessities. Along these lines each individual relies upon essential needs. The genuine issue is to realize what a client mulls over when he picks a specific brand. Such an examination is worried about customer conduct. A customer isn't somebody to contend or coordinate with the requirements and fulfillment levels vary from individual to individual and no organization can fulfill the requirements of buyers. Purchaser arranged reasoning aides the advertiser to characterize shopper needs from the purchaser's perspective. The present investigation endeavors to draw out the factors prompting the buy conduct and view of buyers in purchasing Aavin dairy. (Deepa ingavale, H.M Thakar 2012) watched that the adjustment in buy choices was because of advertising related factors, for example, accessibility, promotion, item quality, and cost of the items. Multinational organizations have made a brand inclination for marked dairy items, for example, marked spread, paneer, choes, dairy powder and appropriate market division will help to fabricate these items according to the prerequisites of the clients. All Companies are required to fabricate their brands with the assistance of bundling, purpose of procurement promoting, conveyance vehicles, retail outlets, showcasing correspondence what's more, sponserships and so forth.

1.3: Objectives of the study
1. To ponder the buyer conduct towards chose specific brands of dairy and dairy items.
2. To inspect the distinctions in customer's conduct with socio and monetary attributes towards mark determination.
3. To distinguish the brand mindfulness, issues and level of fulfillment of the respondents in obtaining of different brands of dairy and dairy items.
4. To give reasonable proposal to comprehend the customer conduct for the improvement of their business.

1.4: Importance of the study
1 This examination will assist us with knowing the buyer conduct towards marked dairy and dairy items.
2 This investigation will assist us with understanding the need and their request in the market.
3 It enhances the deals with the assistance of overview.
4 It is essential to comprehend to decision of customer towards dairy and dairy items.
1.5: Limitations of the Study
1 Due to constraint of time just couple of individuals would be chosen for the investigation
2 The example measure for the examination is 100 as it were.
3 The examination is constrained up to Ammapet town as it were.

1.6 Hypothesis of the examination:
There are noteworthy connections between the Income what's more, age, conjugal status, instructive capability, occupation, relatives and impacts to purchase of the dairy and dairy items.

1.7 Methods of Data Collection:
The present investigation depends on both essential and auxiliary information. The investigation is for the most part in view of essential information. The essential information required for this investigation has been gathered from the shopper of different marked dairy and dairy items. The essential information has been gathered through a very much organized poll. The examination is likewise in light of the auxiliary information.

The auxiliary information required for this investigation has been gathered from different books, diaries and magazines related with Dairy and dairy items. Test size and time of the examination. With respect to the choice of customers, a persuade examining strategy was embraced. One hundred and twenty customers from Ammapet town in Thanjavur region, were recognized also, met as the season of their buy from the deals centre twith the assistance of an organized meetings plan. The think about was led in the period of January-March 2015. The information gathered were classified and broke down with the assistance of proper measurable apparatuses. SPSS bundle was utilized for information examination. Straightforward rate, measurable test, for example, chisquare test, relationship and LMR strategy were additionally utilized. The motivation behind utilizing the measurable apparatuses is to make the examination more exhaustive and to draw significant deduced. A synopsis of key discoveries were made in light of deduced. In this way, 100 purchasers framed the examining size of the investigation, for appraisal of the purchaser conduct with reference of 1 to 14 brands. A different organized meeting plan was confined, displayed and settled to gather the information from the shoppers of dairy and dairy items.

1. How often do you buy milk?

<table>
<thead>
<tr>
<th>Options</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>82</td>
</tr>
<tr>
<td>2-3 Days</td>
<td>14</td>
</tr>
<tr>
<td>1-2 Weeks</td>
<td>0</td>
</tr>
<tr>
<td>Monthly</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>
Observation: An overwhelming 82% of the people purchase milk daily while the rest have reasonable interest.

2. How much milk do you consume each day?

<table>
<thead>
<tr>
<th>Options</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 ml-200 ml</td>
<td>38</td>
</tr>
<tr>
<td>200 ml-400 ml</td>
<td>32</td>
</tr>
<tr>
<td>400 ml-600 ml</td>
<td>18</td>
</tr>
<tr>
<td>600 ml-1000 ml</td>
<td>12</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

Observation: Exactly 70% of consumers do not consume more than 400 ml daily.
3. On an average, how much do you spend on Arokiya milk per month?

<table>
<thead>
<tr>
<th>Options</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rs.0-Rs.300</td>
<td>22</td>
</tr>
<tr>
<td>Rs.300-Rs.600</td>
<td>24</td>
</tr>
<tr>
<td>Rs.600-Rs.900</td>
<td>10</td>
</tr>
<tr>
<td>Rs.900-1200</td>
<td>44</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Observation:** Nearly half of the people do not spend more than Rs.600/- while nearly the remaining half spend more than Rs.600/- in their monthly expenditure.

**1.8 Suggestions**
1. To arrange standard discount rate.
2. To arrange credit facility
3. To arrange more festival season offer
4. To arrange periodical market research.
5. To arrange more refrigerator facility

**1.9 Conclusion**
The study can be concluded by saying that the packaging, nutrient value, sales location, brand and quality are the most important factors that consumers look at while Arokiya milk.


1.10 References