



Customer Preference towards Dairy Products

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ABSTRACT

This study highlights Customer Preference for Dairy Products .Usage Of Dairy Products Plays An Vital Role In our Day To Day life style . So That I Take sample size of 121 respondents through random sampling method. the method used for the study is simple percentage analysis. The obtained result of the study is that most of the respondents are less educated and uneducated, they didn't get government scheme benefits and supports. Most of the problems are, Faced In Usage Of Dairy Products.

INTRODUCTION

Now the peoples are preferring more dairy products. More peoples are consuming the dairy products in day to day life time. The peoples are buying more dairy products in the shop. Types of diary products are milk, cream, fermented, cheese, curd, ghee, milk powder, butter, cottage cheese (paneer), etc.... Some branded dairy product is AMUL, AAVIN, NESTLE, HATSUN, AROKYA, ETC....

STATEMENT OF THE PROBLEMS:

The dairy product is used by the so much of people. Daily product market also having so high and the sales also so good. The problems of the dairy products are Productivity of Indian dairy animals is lower compared to other country. Lack of scientific livestock feeding practice.

Inadequacy and unavailability of livestock health care

OBJECTIVE

- ❖ To analyse the socio-economic background of the consumer.
- ❖ To study the customers buying behaviour towards Dairy products.

REVIEW OF LITERATURE

Dr. S.P. Savitha [1] , “A study on consumer preference towards ‘AMUL PRODUCT’ in Madurai city”. AMUL (Anand milk produced union limited) formed in 1946, is a dairy co-operative movement in India. India largest food brand trusted Amul product for its quality and product available at affordable price. Amul product enjoying No.1 position in dairy industry this stand to

JYOTI (2018)9 Customer Satisfaction in Organized And Unorganized Dairy Industry” Dairying has been a section of parcel of Indian lifestyle and civilization right from historical times. It is very hard to factor out when the guys of earth began to breed cattle and consuming milk however it is actual that the man commenced the use of milk and milk product from the time a memorial..

Vaibhav Pingale, N. Singh Economics The Indian Journal of Labour Economics 2022 Dairying has played a significant role in providing a livelihood to farmers in India. About 80 million rural Indian households are engaged in milk production with a very high proportion being landless, small and marginal farmers. The study aims to analyse the challenges faced by the dairy industry in generating employment and expanding their business..

SCOPE:

This project was done to find out the consumer preference towards Dairy products and varieties of products available and no such study was conducted in Dairy products. So, the investigator was interested in conducting this study. The researcher used convenience sampling to collect the data. This research study is descriptive in nature. The collected details were analysed, tabulated and interpreted. **METHODOLOGY USED IN THIS STUDY**

RESEARCH DESIGN:

Research methodology is the specific procedures or techniques used to identify, select and analyse information about the research. Research methodology is a systematical way to solve the research problem..

SAMPLE SIZE:

The sample size is 121 respondents

AREA OF THE STUDY:

This study is conducted of dairy products

DATA COLLECTION:

Data are facts may be derived from several source.

Data is of two types Primary and Secondary.

PRIMARY DATA

Primary data consist of Searching something for Creative information about particular research or project.

SECONDARY DATA

Secondary data was collected with help of internet, newspaper, magazines, research paper, journals, books and respective websites were also used to gather the data and information.

SAMPLING METHOD:

As the usage of Dairy Products its infinite so random sampling method is adopted.

LIMITATION OF THE STUDY:

- ❖ The sample group was restricted to coimbatore city.
- ❖ The sample size was limited to 121 respondents only.

TABLE: Simple percentage analysis

Showing Personal factors, problems faced and managerial functions of street food vendors.

Factors	Options	No. of Respondents	Percentage
Gender	Male	83	68.6
	Female	38	31.4
Age	Below 20 years	68	56.6
	20 – 35 years	47	38.8
	35 – 50 years	1	0.95
	Above 50 years	5	3.65
Marital status	Married	108	89.3
	Unmarried	13	10.7
Educational qualification	Uneducated	6	5
	Primary	89	73.6
	Secondary	84	19.8

	Ug degree	1	0.8
	Other	1	0.8
Monthly income	Below 10,000	97	79.3
	10,000-15,000	7	4.02
	15,000-20,000	17	14

	Above 20,000	1	2.67
Do you use dairy products	Yes	118	97.5
	No	3	2.5
Use of milk in a day	1 time	51	42.1
	2 time	62	51.2
	1\2 time	8	6.6

INTERPRETATION

This study shows that 31.4% are Female 68.6% are male Majority 68.63% are male. shows that 0.8% others 0.8% doing diploma 19.8% doing PG 73.6% Doing UG And 5% doing School. shows that 2.67% are Above 50000 14% are 20000-50000 4.02% are 10000-20000 79.3% are Below 10000 . shows that 5.8% are above 5 Members. 11.6% are 5 Members. 36.4% Are 4 Members. 46.3% Are 3 Members.

FINDINGS

- Majority of the respondents 56.6 are aged between Below 20
- Majority of the respondents 68.6 % are Male and 31.4 % are Female
- Most of the respondents 55.4 % are resides Urban.
- Majority of the respondents 89.3 % are Unmarried.
- Most of the respondents 73.6 % are Undergraduates.
- Most of the respondents 83.8 % are Students.
- Most of the respondents 79.3 % earn Monthly Income below Rs.10,000.
- Majority of the respondents 57.9% belong to Nuclear Family.
- Most of the respondents 46.3 % have 3 members in their family.
- Most of the respondents 37.2 % use Amul.
- Most of the respondents 62.8 % use milk Frequently
- Most of the respondents 57 % says there expenses is below 30
- Most of the respondents 51.2 % have been using 2 times milk per day

SUGGESTIONS:

Improve the taste and texture: Taste and texture are essential factors that influence people's purchasing decisions when it comes to dairy products. Experiment with different processing techniques and ingredients to enhance the flavor and coconut or oat milk to make cheese.

Reduce the environmental impact: Dairy production can have a significant environmental impact, including greenhouse gas emissions and water use. Consider implementing sustainable farming practices, such as reducing water and fertilizer use or using renewable energy sources to power your operations. You can also explore packaging options that are more environmentally friendly, such as recyclable or biodegradable materials.

CONCLUSION

This study has analysed that the totality of available scientific evidence supports that intake of milk and dairy products contribute to meet nutrient recommendations, and may protect against the most prevalent chronic diseases, whereas very few adverse effects have been reported. The most recent evidence suggested that intake of milk and dairy products was associated with reduced risk of childhood obesity. In adults, intake of dairy products was shown to improve body composition and facilitate weight loss during energy restriction.

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