



## **A Study on Brand Reference for Dairy Product Among Consumers in Coimbatore**

***Dr. M. Mahesh Kumar<sup>1</sup>, R. Gowtham<sup>2</sup>***

<sup>1</sup>Associate professor & Head, Department of commerce with computer applications, Sri Krishna Adithya College of Arts and Science, Coimbatore, India.

<sup>2</sup>Student, Department of commerce with computer applications, Sri Krishna Adithya College of Arts and Science, Coimbatore, India.

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### **ABSTRACT:**

Dairy products are derived from milk, which has been an important source of nutrition for people for thousands of years. These include products made from milk, such as cheese, yogurt, ice cream and butter. Cow's milk can be found around the world.

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### **1. INTRODUCTION:**

Dairy products or milk products, also known as lacticaemia, are food products made from (or containing) milk. The most common dairy animals are cow, buffalo, and goat. Dairy products include common grocery store food items in the Western world such as yogurt, cheese and butter. A facility that produces dairy products is known as a dairy. Dairy products are consumed worldwide by every people. Some people avoid some or all dairy products either because of lactose intolerance, veganism, or other health reasons or beliefs.

#### **A. OBJECTIVES:**

1. To know the level awareness of the customer on common brands of dairy products.
2. To identify the order of preference for brands in dairy products among customer.
3. To analyse the factor influencing customer for their most favourite brands of dairy product.
4. To provide suitable suggestion.

#### **B. STATEMENT OF PROBLEM:**

Brand preference is an effort to recognize and forecast human action in buying decision. Dairy industry in Tamil Nādu is fast growing and expanding one. Studies on brand preference for Dairy product will definitely help in its future growth and development in the right direction. Some buyers are totally brand loyal, buying only one brand in a product group. Most of the buyers frequent switch over switch over to other brands. The present study has been conducted to find out the "Consumers brand preference for dairy product among customer.

#### **C. RESEARCH METHODOLOGY:**

The study is based on:

I. Primary data

II. Secondary data

##### **1. Primary Data**

Primary data are first-hand information and are those collected freshly and for the first time and happen to be original in character. It is collected through the questionnaire from 110 consumers. **2. Secondary Data** Secondary data was collected from various articles, books, journals and website.

##### **SIMPLE PERCENTAGE:**

Simple percentage refers to a special kind of ratio. They were used to describe relationship; they reduced everything to a common basis and thereby allowed meaning full comparison to be made.

##### **RANK ANALYSIS:**

A Ranking is a relationship between a set of items such that, for any two items, the first is either ranked higher than, ranked lower than' or 'ranked equal to, the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different objects can have the same ranking. The rankings themselves are totally ordered. For example, materials are totally pre-ordered by hardness, while degrees of hardness are totally ordered. Analysis of data obtained by ranking commonly requires non- parametric statistics.

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## 2. REVIEW OF LITERATURE:

**Hambardzumyan and Gevorgyan (2022)** concluded that milk production and sale prices in Armenia have not changed significantly during the limitation era. Maitiniyazi and Canavari.

**Koduru and Sree Krishna (2021)** Higher income, older persons and a smaller population all increase the likelihood of drinking skim milk.

**Maitiniyazi and Canavari (2020)** concluded that consumers' confidence in food safety is lowered as a result of a high prevalence of food safety incidents.

**Canavari, M., &Coderoni, S, (2020)** Consumer stated preferences for dairy products with carbon footprint labels in Italy.

**Yayyar (2012)** investigated packed and unpacked fluid milk consumption and preferences among Turkish households. The study found that consumers preferred more packed fluid milk. The household head's, education, with higher income, and households having children less than seven years of age consumed packed milk. The unpacked fluid milk consumption was found comparatively less because of other factors except income and working class households. The study has some implications for milk producers & companies, because milk production is increasing rapidly. The researcher suggested that Turkish companies design effective pricing & promotional strategies for fluid milk consumption.

**Jones et al. (2007)** studied consumer perception of soya and dairy products in New Zealand and USA. The study describes that there were less cross-cultural differences between US and New Zealand consumers for the products and health benefits of Soya and dairy products. The consumers gave more preference to dairy as compared to soya protein source products.

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## 3. COMPANY PROFILE:

Humans, like all mammals, weren't built to digest lactose, milk's natural sugar, beyond childhood. But around 6,000 BCE, the [ability for some adult humans to tolerate lactose](#) kicked in and was passed down through people in Europe as well as in parts of Africa and the Middle East. It's possible adult humans already drank other mammals' milk because illness was better than death during famine, and infants always needed milk if a mother or wet nurse wasn't available. As human beings changed and evolved, the foundation of our milk-drinking culture was laid.

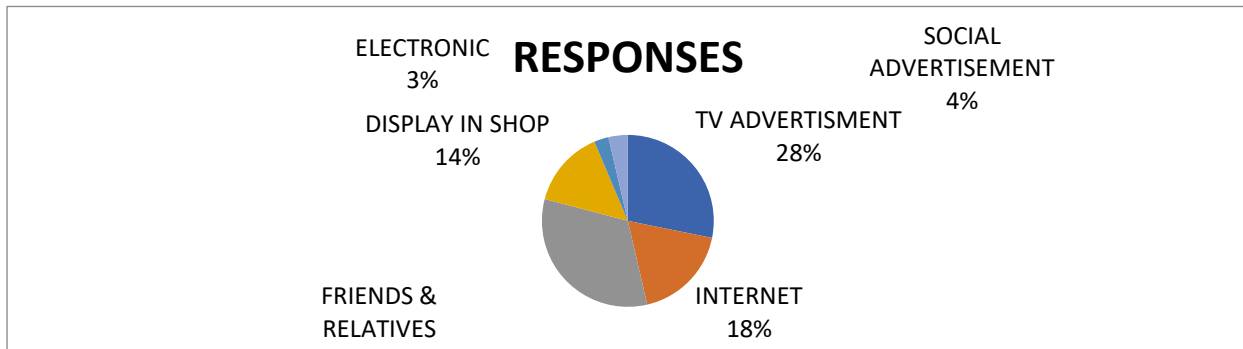
That foundation stayed in place for quite some time. Not much changed with milk in the ensuing millennia except more people came to value it for nutrition and flavour, including some of the first American colonists who brought cows across the Atlantic.

Pasteurization—the method of destroying harmful bacteria through heat—solved that problem, but it wasn't an immediate solution. For starters, Louis Pasteur's 1864 innovation first made its impact on wine and beer. It took 20 years until a German chemist named [Frans von Soxhlet](#) proposed applying the process to milk. In 1908, Chicago became the first municipality to require pasteurization for all milk sold. On a state level, Michigan became the first to enact a similar law in 1948. What had been a state-by-state regulation finally became a national standard in 1987.

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## 4. DATA ANALYSIS AND INTERPRETATION:

RESPONDENTS SOURCE OF AWARENESS	RESPONSES	PERCENTAGE
TV ADVERTISEMENT	31	28.2%
INTERNET	20	18.2%
FRIENDS & RELATIVES	36	32.7%
DISPLAY IN SHOP	16	14.5%
ELECTRONIC ADVERTISEMENT	3	2.7%
SOCIAL ADVERTISEMENT	4	3.6%
TOTAL	110	100



SOURCE : Primary data

**INTERPRETATION-** The above table states that most (32.7%) of the respondents' source of awareness were friends and relatives, (28.2%) of the respondents source of awareness had been TV advertisement, (18.2%) of the respondents source of awareness was internet, (14.5%) of the respondents were aware about their brand from display in shops, (3.6%) of the respondents source of awareness had been social advertisement and (2.7%) of the respondents source of awareness on their brand of dairy products was electronic advertisement.

Hence it is concluded that the main source of awareness on dairy products brands had been their friends and relatives.

## 5. FINDING, SUGGESTION AND CONCLUSION: A.FINDINGS:

### A. FINDING FROM PERCENTAGE ANALYSIS:

- Majority (51.8%) of the respondents are Female.
- Majority (50%) of the respondents between 21 TO 25Years.
- Most (37.3%) of the respondents between Rs. 10001/- to Rs. 20000/- .
- Majority (60%) of the respondents have 4 members in their Family.
- Most (40%) of the respondents between Rs501/-Rs1000/- rupees expenses per month.
- Most (48.2%) of the respondents have been consuming their particular brand for the past 3 to 4years.
- Majority (76.4%) of the respondents are aware of 3 to 4 brands of dairy product.
- Most popular brand dairy product in the residential area of (26.4%) of the respondents 'AROMA'.
- Most (32.7%) of the respondents' source of awareness were friends and relatives.

### B. SUGGESTIONS:

It's time for the brand to consider advertising as a means to increase sales. People will be more inclined to purchase the brand's items if the packaging has been updated. The outlet of all brands can be made available at reasonable distance from the residential area of the consumer. It is found from the analyse that the consumer had been purchasing their dairy product from departmental store. So, distribute shall castrate on expanding their supply chain often small retail outlets too. People are more inclined to utilise the brands when there are more outlets.

### C. CONCLUSION:

This study "Brand Preference for a dairy products among consumers in "COIMBATORE" determines how the consumers are satisfied with the entire performance of the branded dairy products. In order to hold the market potentiality and prospective customer, the dairy industry shall ensure with betterment of service. The recent years the dairy industry facing hectic competition due to the entry of private concerns. A firm should always attempt to find out the satisfaction level of the consumers and must take all essential steps and measures to keep hold of the customers.

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