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## **A STUDY ON CONSUMER BEHAVIOUR TOWARDS MILKY MIST PRODUCT WITH REFERENCE TO COIMBATORE CITY**

**Ms. S.M. Khavya<sup>1</sup>, SRI HARI S<sup>2</sup>**

<sup>1</sup> M.com. Assistant Professor

<sup>2</sup> REGISTER No: 222AK0801

Sri Krishna Adithya College of Arts and Science

Coimbatore, Tamilnadu, India.

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### **ABSTRACT :**

This study investigates the consumer buying behavior toward Milky Mist dairy products in Coimbatore, a rapidly developing urban hub known for its diverse population and evolving consumer patterns. As a leading brand in India's dairy industry, Milky Mist has established a strong presence, particularly in Tamil Nadu, through its wide range of quality offerings including paneer, curd, cheese, and ghee. However, as demand for value-added and health-oriented dairy products increases, understanding the specific preferences and expectations of consumers in urban areas becomes essential. The research aims to identify the key factors influencing purchasing decisions, such as product quality, price sensitivity, brand recognition, and demographic attributes including age, income, and family size. By analyzing these variables, the study seeks to offer strategic insights that can support Milky Mist in enhancing its marketing efforts, boosting brand loyalty, and tailoring its offerings to meet the dynamic needs of Coimbatore's consumer base.

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### **1.INTRODUCTION**

The success of brands depends heavily on consumer actions while operating in the fast-moving consumer goods (FMCG) industry sector. Daily use of dairy products stands among essential consumption habits while purchasing decisions from consumers result from quality needs and brand recognition and pricing together with product accessibility. In India Milky Mist celebrates national recognition as a reputable dairy company which produces paneer along with curd cheese ghee and multiple other dairy products. The market trusts the brand as its reputation has gained strong recognition especially throughout Tamil Nadu.

A rapidly expanding city known as "Manchester of South India" Coimbatore sustains a diverse consumer demographic. Students together with working professionals and family members form Coimbatore's population and they drive the overall demand for dairy items. Gaining insights into Coimbatore consumer behavior toward Milky Mist products would reveal the factors affecting buying choices and brand selection which guide market strategy development and business expansion plans.

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### **2. STATEMENT OF PROBLEM**

In recent years, the demand for dairy products has increased, with consumers showing interest in value-added products that offer quality, convenience, and health benefits. Despite this trend, brands like Milky Mist face challenges in understanding and meeting the specific preferences of consumers in urban areas like Coimbatore. This study aims to explore the factors influencing the buying behavior of consumers for Milky Mist products in Coimbatore city. By identifying the key determinants such as price sensitivity, product quality, brand loyalty, and demographic influences this study seeks to provide insights that can help Milky Mist improve its market positioning and enhance customer satisfaction within this competitive market."

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### **3. OBJECTIVES**

- To assess the impact of demographic factors (age, income, family size) on consumer behavior and brand choice.
- To provide actionable insights for enhancing milky mist's marketing strategies and strengthening brand loyalty in coimbatore.

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### **4. REVIEW OF THE LITERATURE**

- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (2001) Consumer Behavior (9<sup>th</sup> ed.). Dryden Press. This book outlines basic concepts in consumer behavior and its application in product marketing.

- **Schiffman, L. G., & Kanuk, L. L. (2007)** Consumer Behavior (9<sup>th</sup> ed.). Pearson Prentice Hall. It elaborates on internal and external factors influencing consumer purchase decisions, including attitudes, perception, and social influences.
- **Bhattacharya, S. (2012)** Trends and Strategies. Indian Journal of Economics and Development. Provides an analysis of the growth trends and challenges in the Indian dairy industry.

## 5. INTRODUCTION OF THE COMPANY

Consumer behaviour is a crucial aspect of marketing that helps businesses understand the needs, preferences, and purchasing patterns of their target audience. In the fast-moving consumer goods (FMCG) sector, particularly in the dairy industry, consumer choices are influenced by factors such as quality, taste, brand reputation, pricing, and availability. Milky Mist, a well-established dairy brand in South India, has gained popularity for its wide range of products, including paneer, cheese, butter, curd, and yogurt. With increasing competition in the dairy market, understanding consumer behaviour toward Milky Mist products is essential for improving market strategies and customer satisfaction.

This study aims to explore various aspects of consumer behaviour toward Milky Mist products, including brand awareness, purchasing frequency, customer satisfaction, and factors affecting brand loyalty. By analysing these elements, businesses can develop effective marketing strategies to enhance their market share and customer engagement. The research will also help identify potential areas of improvement in product offerings, packaging, and promotional activities to better meet consumer needs.

Furthermore, the study will provide insights into consumer preferences based on demographics such as age, income level, and lifestyle choices. It will assess how consumers perceive the quality, affordability, and availability of Milky Mist products compared to competitors. Understanding these factors will help the brand strengthen its market presence and build long-term relationships with customers.

## 6. HISTORY OF MILKY MIST COMPANY

**1992:** Milky Mist was founded by T. Sathish Kumar in Tamil Nadu as a small milk trading business. At the age of 17, he took over his family's struggling dairy venture and began transforming it into a structured dairy brand.

**1994:** The company expanded its operations by introducing paneer, which later became its flagship product. Recognizing the growing demand for value-added dairy products, Milky Mist focused on quality and consistency.

**2022:** To meet evolving consumer needs, Milky Mist ventured into the Direct-to-Consumer (D2C) space by launching its own e-commerce website and mobile app. This step provided consumers, especially in cities like Coimbatore, with easy access to Milky Mist's products through home delivery.

**2024:** As part of its national expansion strategy, Milky Mist announced plans for an Initial Public Offering (IPO), aiming to raise between ₹1,500 crore and ₹2,000 crore. The company also expressed plans to expand into new markets beyond South India, including Maharashtra, Gujarat, Rajasthan, Madhya Pradesh, and Delhi-NCR.

## 7. ANALYSIS AND INTERPRETATION OF DATA

**Table**  
**Table showing the age of the respondents**

Age	Frequency	Percentage
Below 18	10	8%
18-25	54	45%
26-35	38	32%
Above 35	18	15%
<b>Total</b>	<b>121</b>	<b>100%</b>

Source: Primary data

### INTERPRETATION

The above table reveals 8% of respondents are below 18, 45% of respondents are 18-25, 32% of respondents are 26-35, 15% of respondents are 35 above.

**WEIGHTED AVERAGE****FORMULA**

$$\text{Weighted Average} = \frac{\text{Total No. of. Product}}{\text{Total No. of. Respondents}}$$

**Table****Table showing satisfaction level of milky products**

PRODUCTS	VERY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	TOTAL	WEIGHTED AVERAGE	RANK
Paneer	180	159	36	4	379	3.16	II
Curd	292	81	34	3	410	3.42	I
Cheese	168	108	84	0	360	3	III
Ice cream	184	99	38	22	343	2.86	IV

SOURCE: Primary Data

**INTERPRETATION**

The above table reveals weighted average of the respondents Curd “3.42”, followed by Paneer “3.16”, Cheese “3” and Ice cream “2.86”.

**8. FINDINGS**

- 44.6% of the respondents are of 18-25 years old

**WEIGHTED AVERAGE**

The weighted average analysis reveals that curd holds the highest preference among consumers, securing the 1st rank with a weighted average of 3.42, indicating strong satisfaction levels. Paneer follows in 2nd place with a weighted average of 3.16, showing moderate satisfaction among respondents. Cheese ranks 3rd with a weighted average of 3.00, suggesting a balanced mix of satisfaction and neutrality. Ice cream holds the lowest preference with a weighted average of 2.86, reflecting relatively lower satisfaction and a higher number of dissatisfied consumers. These insights suggest that businesses should focus on maintaining and enhancing consumer satisfaction for curd and paneer while improving offerings for cheese and ice cream.

**9. SUGGESTIONS**

- To suggest enhancing curd availability & quality, maintaining its consistent supply and high standards will help sustain customer satisfaction.
- To suggest strengthening digital payment options, optimizing UPI transactions and offering incentives for cashless purchases can encourage wider adoption.
- To suggest optimizing retail & online presence, strengthening local store partnerships while expanding online distribution will maximize product reach.
- To suggest improving packaging & quality control, addressing packaging defects and taste inconsistencies through stricter quality measures will enhance customer trust.
- To suggest expanding flavored & vegan offerings, introducing more flavored dairy products and vegan alternatives can meet growing consumer demand.

**10. CONCLUSION**

The study on consumer behavior towards Milky Mist products in Coimbatore city highlights key insights into customer preferences, purchasing patterns, and factors influencing brand loyalty. The findings indicate that quality, taste, and affordability are the primary factors driving consumer choices. Many consumers prefer Milky Mist due to its reputation for freshness and wide range of dairy products. However, brand awareness and promotional strategies play a crucial role in increasing customer engagement and market penetration. The study also reveals that younger consumers and working professionals are more inclined towards convenience-oriented dairy products such as cheese, paneer, and curd.

Additionally, consumer satisfaction levels are generally high, but there is room for improvement in areas such as product availability, packaging, and competitive pricing. Marketing strategies focusing on digital promotions, in-store engagement, and health-oriented messaging can further enhance consumer interest. Strengthening distribution channels and expanding into untapped market segments can also help Milky Mist maintain a strong presence in Coimbatore.

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