



## A STUDY ON CUSTOMER PERCEPTION TOWARD JAYAMM MILK PRODUCT

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### ABSTRACT

This product is a premium dairy drink made from fresh cow's milk that is intended to deliver vital nutrients in a tasty and convenient way. Packed with calcium, protein, and vitamins A, D, and B12, it promotes healthy bones, muscle growth, and general wellbeing. Milk is pasteurized to guarantee safety while maintaining its natural flavor and nutritional value after being produced in a sanitary environment and undergoing stringent quality control procedures. This milk product is a healthy and nourishing complement to a well-balanced diet, whether it is eaten on its own, cooked with, or mixed into drinks.

### INTRODUCTION

Concerning the Dairy Sector India is the world's largest milk producer, accounting for 24.64% of global milk production in 2021–2022. Over the last nine years, from 2014–15 to 2022–23, India's milk production has increased by 58%, reaching 230.58 million tons in 2022–23. Over the previous nine years, milk production has grown at a CAGR of 5.85%. Madhya Pradesh (8.6%), Gujarat (7.56%), Andhra Pradesh (6.97%), Uttar Pradesh (14.93%), and Rajasthan (15.05%) are the top 5 milk-producing states. Together, they account for 53.11% of the nation's total milk production. In 2022–2023, India exported 67,572.99 MT of dairy products to the global market, valued at \$284.65 million. Dairy market expansion necessitates the support of substantial infrastructure investment in logistics, cattle feed, chilling, processing, etc. Additionally, there are profitable unexplored prospects in sectors like exports, organic/farm fresh milk, and value-added dairy products. The Central and State governments have issued a number of incentives to entice investments in the infrastructure sector in order to support its expansion. Infrastructure Development Fund for Animal Husbandry (AHIDF). In order to provide financial support for the establishment of new or expanded units in the areas of dairy processing and related value addition infrastructure, meat processing and related value addition infrastructure, and animal feed plants, the Government of India's DAHD established the AHIDF, one of its flagship schemes, with a fund of INR 15,000 Cr ingredient, which is why the majority of contemporary bakeries use buttermilk powder or non-fat powdered milk. Food items made from (or containing) milk are referred to as lactic, airy, or milk products. The most popular dairy animals are ewes, cows, water buffalo, and nanny goats. Dairy products include items like yogurt, cheese, milk, and butter that are frequently found in grocery stores worldwide. A dairy is a facility that makes dairy products. To varied degrees, milk products are consumed all over the world. For veganism, lactose intolerance, or other health-related reasons or beliefs, some people steer clear of all or some dairy products. Regarding the impact of milk and dairy fat on human health, there is no such clear-cut stance. There is currently debate regarding the advantages and disadvantages of dairy fat, with some expressing concerns about long-term effects.

### OBJECTIVES

- To investigate how customers view Jayam Milk Products Pvt. Ltd.'s quality
- To comprehend the different aspects that influence the purchase of dairy products.
- To learn how customers feel about packaging, marketing support, store support, taste, variety, quality, and brand awareness
- To determine the most popular milk product.

### SCOPE OF THE STUDY

•The purpose of this project is to learn how customers feel about Jayam Milk Product PVT LTD, which is situated in Madhavaram, Chennai. •We have gathered a great deal of data, including quantity, quality, and taste preferences. This study was limited to customers who purchased Jayam Milk Products products in the Madhavaram area in the evening. We also made an effort to learn about their purchasing habits and the quality of the milk.

### REVIEW OF LITERATURE

• Shilpashree (2021) Consumer interest in dairy products has increased as a result of growing health consciousness and familiarity with solid food. The buyer inclination for different dairy products available at University retail outlets in Chennai was assessed in the current review. An orderly irregular examining system was used to select 100 respondents who bought dairy products from each University retail location in Chennai. Customers are therefore

willing to take the item whenever it is available, which is a deceptive method of demonstrating the ongoing interest in the university's dairy results. It satisfies the need to improve the production of dairy products with a variety and value. Therefore, there will be a noticeable increase in demand for a variety of dairy products in developing countries like India, where per capita income is rising. This kind of research on consumer preferences for dairy products should be repeated over time to understand how consumer preferences for quality attributes and taste are evolving and to modify the dairy production system to accommodate new handling innovations.

•Nedumaran and M. (2020) Through methods for providing milk to the entire population, dairy farming has consistently served as the cornerstone of the Indian economic system. Since dairy production produces the necessary milk, it directly affects poverty and destruction. When the economy is taken into consideration, the reaction to the developing portion, regardless of whether it is positive or negative, will have a multiplier wave. Additionally, related industries like dairy, agribusiness, and animal husbandry are essential to addressing all of India's financial needs (Bimbo et al., 2017). To maintain the environmental evening out, development and coordination of components must be done in a practical and adjusted manner. Facilitators have provided the necessary uniting division for the country division's financial improvement since our initial planning. Let's say the Tamilnadu Co-employable Milk Producers' Association Limited wants to pursue the above suggestions. In that scenario, it can provide consumers throughout Tamilnadu with higher-quality milk under various brands and milk products.

•Singh and Singh (2020) The contextual analysis of the dairy company AMUL in western India, which has cultivated a successful business model in the massively emerging economy, is presented in this paper. With its innovative methods, India became the largest milk producer in the world. The report extracts various insights from AMUL's experience that can benefit cooperatives around the world as well as organizations working in rapidly expanding industries like India. As a result, companies that plan to target large, underserved business sectors or anticipate taking advantage of a large but limited provider base will ultimately profit. Amul is a well-known brand in the dairy sector because it prioritizes quality, advertising, and customer service. Mother Dairy and other competitors focus on accessibility. In this manner, they limit their captured market and only attract current customers.

## RESEARCH METHODOLOGY

For any research to be accurate, it must be carefully examined. Understanding consumer milk purchasing trends in relation to current market competitors and the impact on milk products is the primary objective of the project. Since the selected research methodology is primarily based on primary data, the most accurate and current first-hand information can be gathered. Secondary data has been used to support primary data where needed. Descriptive study was the research type used in this project because information was obtained from respondents through questionnaires. To find out how they feel about the service based on the plot's price, atmosphere, etc. The researcher used convenience sampling techniques to collect samples for the investigation of consumer attitudes regarding jayam milk products. The target geographic area was Madhavaram in Chennai. For this region, we asked closed-ended questions. Over the course of two weeks, questionnaires were filled out. In the end, the conclusion was reached by compiling and analyzing the data and information acquired. The sample size for the study is found to be 101.

## THE RESPONDENTS' AGE

	Frequency	percent
1 to 2	2	1.9
15 to 30	75	74.25
30 to 45	16	15.9
45 above	8	8
Total	101	100

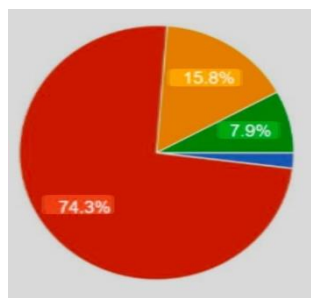
**Interpretation:** According to the above table, 2% of respondents are between the ages of 1 and 15, 75% are between the ages of 15 and 30, 16% are between the ages of 30 and 45, and 8% are over the age of 45.

**INFERENCE:** The majority of responders are between the ages of 15 and 30.

## AGE OF THE RESPONDENTS

101 Response

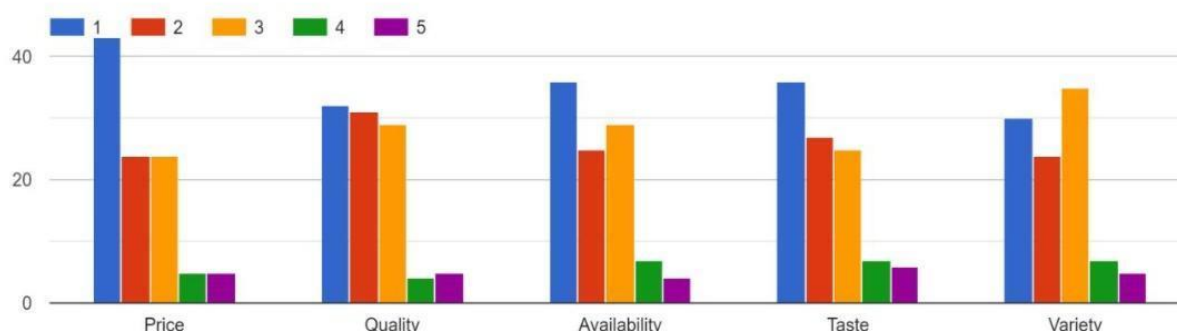
- 1 to 15
- 15 to 30
- 30 to 45
- 45 above



## ANALYZATION

According to the ranking, 42% are ranked first, 23% are ranked second, 23% are ranked third, 4% are ranked fourth, and 4% are ranked fifth. In terms of ranking quality, 31% are ranked first, 30% are ranked second, 28% are ranked third, 3% are ranked fourth, and 4% are ranked fifth. Thirty-five percent are in the top five, twenty-four percent are in the second, twenty-eight percent are in the third, six percent are in the fourth, and three percent are in the fifth. Of the ranking, 35% are in the top three, 24% are in the second, 28% are in the third, 6% are in the fourth, and 3% are in the fifth. 26% are ranked second, and 35% are ranked first. Of the ranking, 24% are ranked third, 6% are ranked fourth, and 5% are ranked fifth.

**List the reasons behind your desire to buy jayam milk products.**



## FINDING

The majority of responders are between the ages of 15 and 30. The majority of responders are female. The majority of responders are from the milk industry. Near comprises the majority of responders. The majority of responders are 500ml and 1 liter users. The vast majority of responders fall into the category of affordable prices. The majority of respondents are strongly influenced by milk quality. The majority of responders have a moderate impact on packaging. The majority of respondents said that brand awareness of the milk product was more important than variety. The majority of respondents ranked price first, quality second, and quality third, respectively. Of respondents ranked taste fifth, and availability fourth. The majority of respondents said they were familiar with this brand. The vast majority of those surveyed are daily. Most responders are either weekly or monthly. The majority of responders are friends. The majority of responders are friends. The majority of those surveyed do not switch to a different brand of milk product. According to the above table, the majority of consumers are most influenced by taste and least by brand awareness. According to the above table, most consumers rank price first, while fewer consumers rank variety fifth.

## SUGGESTION

To enhance the quality and flavor of the milk product, very few people can use the milk powder. There is very little interaction between the over-45 age group and those who purchase milk products. For the brand to reach consumers, more advertising is required. According to the survey, more people are open to switching milk products, so the brand should raise the standard. Additionally, they are able to sell the product at a price that is reasonable for people to purchase.

## CONCLUSION

One of the pertinent elements that a business should take into account in order to operate profitably is consumer perception. It significantly affects both bringing in new business and keeping hold of current clientele. According to the study, consumers prioritize price, quality, availability, variety, and taste over texture, validity, and convenience when making dairy product purchases. Making the milk affordable for everyone with all the required qualities is the main obstacle. It is clear from the survey that Jayam Milk is making an effort to meet customer expectations.

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