



INTERNATIONAL JOURNAL OF ADVANCE RESEARCH, IDEAS AND INNOVATIONS IN TECHNOLOGY

ISSN: 2454-132X

Impact factor: 4.295

(Volume 4, Issue 4)

Available online at: www.ijariit.com

A study on customers taste on the dairy products in Madurai district

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ABSTRACT

The significant portion of milk produced in India is utilized for the production of traditional Indian dairy products. Recent advancements in the field of engineering and technology have helped Indian dairy product sector to grow and take an important place in the dairy market. Recent scientific studies indicate that these Indian dairy products are not only delicious but also have certain health benefits and therapeutic values. This review paper gives a brief introduction to different traditional dairy products and their importance. The objective of this paper is to make consumers aware of the beneficial aspects of Indian dairy products that they consume in their day to day life.

Keywords— Dairy, Product, Consume, Milk, Production

1. INTRODUCTION

In a country like India, where a large population is dependent on agriculture for livelihood, the dairy industry assumes special importance. Though the dairy industry was not unknown before independence, it was only after independence that the real growth in the industry was achieved under the various five-year plans. A prestigious project named 'Operation Flood' enabled co-operative dairying in India to be a model for many countries of the world. The MDCMPU monitors the activities of co-operative dairying in the two milk shed areas of Madurai and Theni districts after bifurcation also and it has seven zones namely Melur, Vadipatti, Chellampatti, Usilampatti, Peraiyur, Theni, Andipatti. As the study area constitutes the Madurai and Theni district. The profile of the Union is analyzed in terms of its procurement and marketing of milk, production, and sale of milk and milk products and its infrastructure facilities. The Union's participation in co-operative societies and the provision of various facilities to the milk producers through those societies are also explained. In this chapter, both primary and secondary data were constituted.

Records maintained by the District statistics office and the office of the Deputy Director, Animal Husbandry have provided the details regarding the study area. The data for writing about the Union have been collected from the records maintained by the Department of Management Information system of the Union and the unpublished reports of the various other departments of the union. Discussions with the officials of the Union enabled the researcher to elucidate the various issues in this chapter. The primary data have been analyzed with the help of classification of tables using percentage and descriptive statistics for the attitude towards dairy co-operatives and services rendered by the society. The secondary data have been analyzed with the help of Statistical tools like averages, percentages and Growth Indices. To make the analysis meaningful, compound 51 growth rates and trend values were computed by using semi-log model for the variables studied.

2. OBJECTIVE OF THE STUDY

The study has been carried out in order to know the consumption pattern of milk and milk products in Madurai district with the following objectives:

- It enables the sector to comply with food safety and standards act 2006.
- Increase rural employment opportunities through entrepreneurship.
- It values the addition and improved marketing to provide a better price to the farmers.
- It innovates the research and development for the cost-effective production.
- It will automate the milk collection and pricing system of the dairy cooperatives.
- To examine the satisfaction level of the respondents.
- To estimate the cost and productivity of the milk products.
- To carry out activities for promoting production, procurement processing and marketing of milk and milk products for the economic development.

3. STATEMENT OF THE PROBLEM

Milk is perishable in nature and therefore requires a number of devices to preserve it. It should be kept at a proper temperature and also in a hygienic condition. Large quantities of water are required in the processing of milk on a daily basis for production and other technical purposes. The water consumption in a dairy is usually 1000-5000 liters per 1000 liters of milk processed. But the actual requirement may vary between different dairies and is mainly dependent on the production process or the production profile, supplementary or auxiliary processes such as generation of steam, the design of the refrigeration mechanism involved including domestic use and finally multiple use or reuse.

The pricing policy of raw milk becomes a major challenge because it is currently based on the fat content of milk. This encourages the producers to include measurable fat percentage by disturbing the natural composition of milk which compromises to a large extent of its quality. The prevailing hygienic conditions at the village level are far from satisfactory. Improvement in the quality of milk and dairy products originating at the village level is more of a necessity than ever before. The sanitary conditions at the village level need improvement. Food safety and sanitation are absolutely essential in assuring the production of safe dairy products for the consumers.

4. SCOPE OF THE STUDY

The study that covers the attitude and perception of the consumer's preference for dairy products in Madurai district. This will be of immense use to the marketers in the dairy industry. This study will help the private brands to improve and to bring some innovation in their products which will fulfill the needs and desires of the consumers. Moreover, this study will help the policymakers to frame the policies to improve the productivity of milk based on the increasing demand for milk and dairy products.

5. METHODOLOGY

In this study, the descriptive research design was adopted. The researcher has collected both primary and secondary data.

For the purpose of collecting **primary data** with regard to the behavior of consumers, the researcher has designed a comprehensive interview schedule which is duly pretested. Those who consume milk and milk products have been considered as sample respondents for the present analysis.

The **secondary** data was collected from the books, journals, magazines, newspapers, periodicals, theses and websites.

6. RESEARCH DESIGN AND RESEARCH TECHNIQUE

The sample study is preferred for this study is 200 respondents. This study is both descriptive and analytical. For achieving the objective both primary and secondary data have been used in this study. A comprehensive interview schedule, duly pre-tested, has been designed for collecting primary data. The non-probability method of convenience sampling was followed to choose the sample respondents.

7. FRAMEWORK OF ANALYSIS

With reference to the objective of the study, factors are taken into consideration as such gender of the respondents, the age of the respondents, marital status of the respondents, educational qualification of the respondents, and occupation of the respondents, area of residence of the respondents and monthly income of the respondents. The data which were collected from the respondents were analyzed by using percentage analysis. Five-point scales that are Likert's percentage, scale analysis, rank correlation, Garrett's ranking and chi-square test. This study also uses comparison table as a tool in order to study the various factors.

8. PERCENTAGE ANALYSIS

8.1 Age-wise Classification

Age is an important factor to be considered in the selection of the dairy products. Some people are restricted from consuming certain products by the physicians due to health issues and some people prefer certain products due to their better quality and brand. Age-wise distribution of the respondents is given.

Table 1: Age of the respondent

S. No.	Age (Years)	No. of respondents	Percentage
1	Below 20	28	14%
2	20 to 40	128	64%
3	40 to 60	40	20%
4	Above 60	4	2%
Total		200	100%

Source: Primary data

Table 1 reveals that 64 percent of the respondents belonged to the age group of 20 to 40 years, 20 percent belonged to the age-group of 40 to 60 years, 14 percent were in the age group below 20 years and only 2 percent of the respondents were above 60 years. Most of the respondents belonged to the age-group of 20 to 40 years.

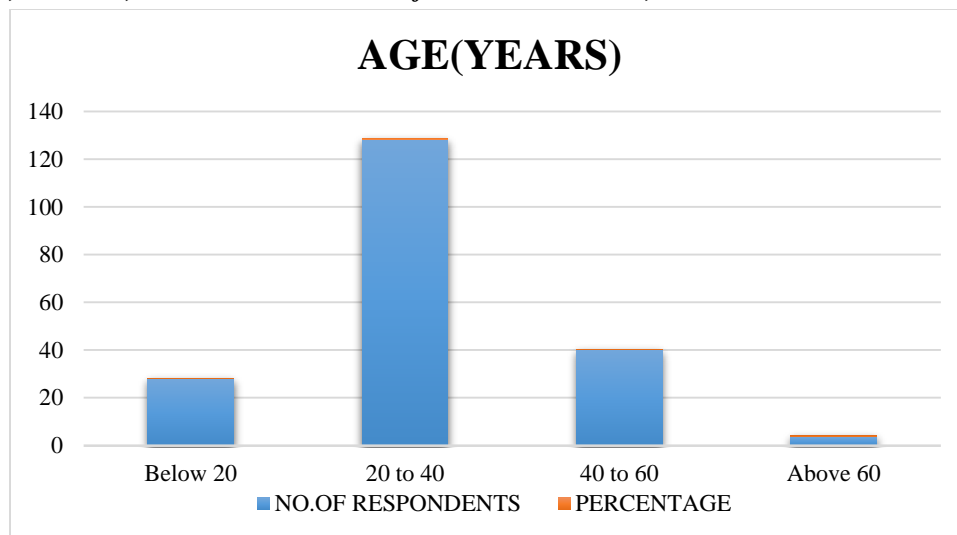


Fig. 1: Age-Wise Classification

8.2 Educational qualification

Education plays a vital role in the purchase pattern of the products. The awareness of various brands and various categories of products help the respondents in choosing the best product among the alternatives available to them. The education-wise distributions of the respondents are shown under five categories.

Table 2: Qualification of respondent

S. no	Qualification	No. of respondents	Percentage
1	Illiterate	18	9%
2	School level	36	18%
3	Graduate	100	50%
4	Postgraduate	40	20%
5	Post professionals	6	3%
Total		200	100

Source: Primary data

Table 2 shows that 100 (50 percent) respondents were graduates, 36 (18 percent) were educated at the school level, 40 (20 percent) posted Graduates, 18 (9 percent) were illiterates and only 3 percent were professionals. It is seen that most of the respondents were graduates.

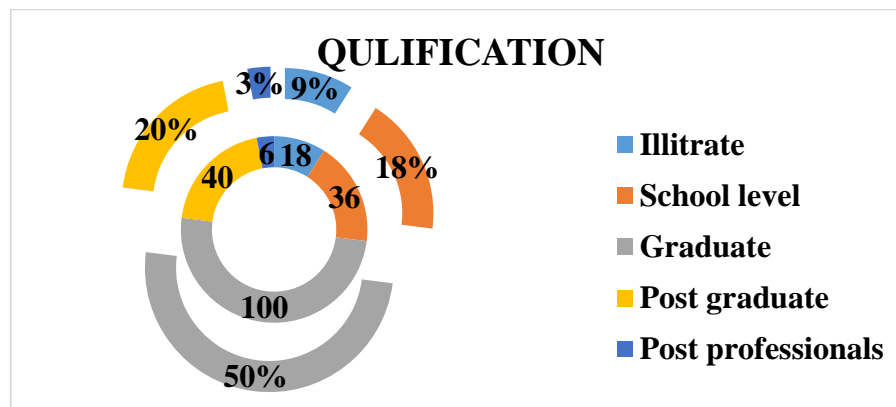


Fig. 2: Qualification of respondents

8.3 Occupation

Occupation is an important factor which influences the respondents in buying the products. Buying pattern of the consumers differs based on their lifestyle and occupation. The respondents were classified based on their occupation and the details are furnished.

Table 3: Occupation of the respondents

S. no	Occupation	No. of respondents	Percentage
1	Agriculture	18	9%
2	Business	26	13%
3	Government	36	18%
4	Private Employee	44	22%
5	Self-Employed	44	22%
6	House-wife	32	16%
Total		200	100%

Source: Primary data

Table 3 shows that 22 percent of the respondents were private employees, 16 percent were house-wives, 13 percent were business people, 22 percent were self-employed, 18 percent were government employees and 9 percent respondent was an agriculturist. Most of the respondents were in private and self- employees.

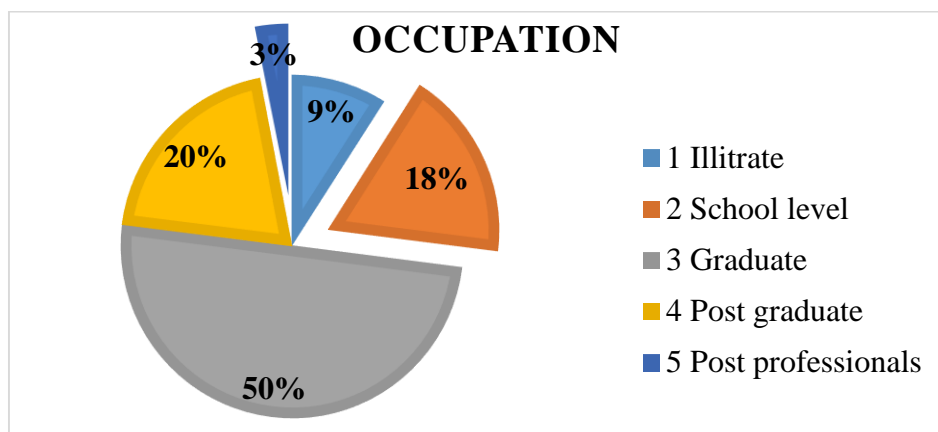


Fig. 3: Occupation of the respondents

8.4 Brand of curd

The curd is also used in our day-to-day life in some form or other. The various categories of influencing people are given.

Table 4: Brand of Curd

S. no	Brand of curd	No. of respondents	Percentage
1	Husband	10	5%
2	Wife	8	4%
3	Friends and Relatives	78	39%
4	Advertisement	104	52%
TOTAL		200	100%

Source: Primary data

It is inferred from the table 4 that 39 percent of the respondents were influenced by friends and relatives, 5 percent were influenced by husbands, 52 percent were influenced by advertisements and 4 percent were influenced by wives. More than three fourth of the respondents were influenced by advertisement in purchasing the curd.

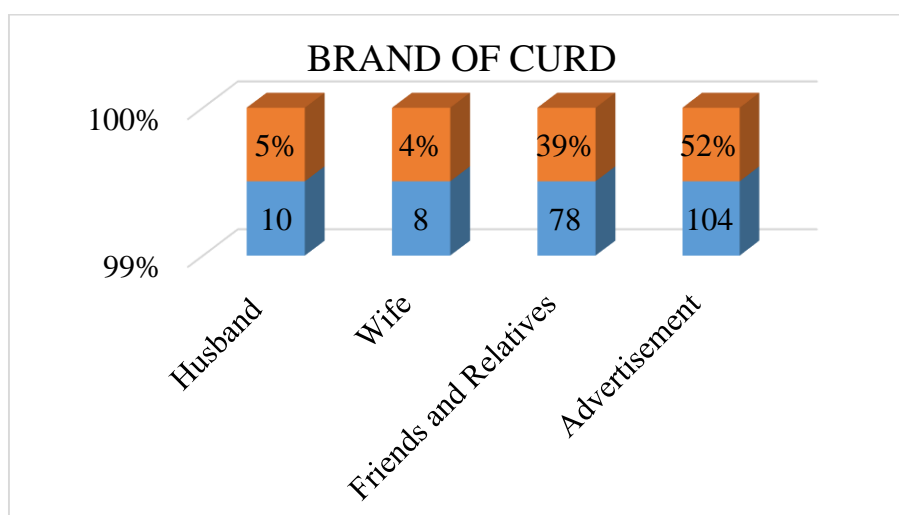


Fig. 4: Brand of curd

8.5 Milk preference by the respondents

Some people prefer to buy raw or fresh milk or branded milk. Purchase of milk by the respondents is based on their customs, taste, and attitude towards the milk. The respondents were classified based on their preferences.

Table 5: Preference of milk

S. no	Preference of milk	No. of respondents	Percentage
1	Fresh	102	51%
2	Branded	98	49%
TOTAL		200	100%

Source: Primary data

Table 5 shows that 51 percent of the respondents preferred fresh milk and 49 percent of the respondents preferred branded milk. Most of the respondents preferred only the branded milk.

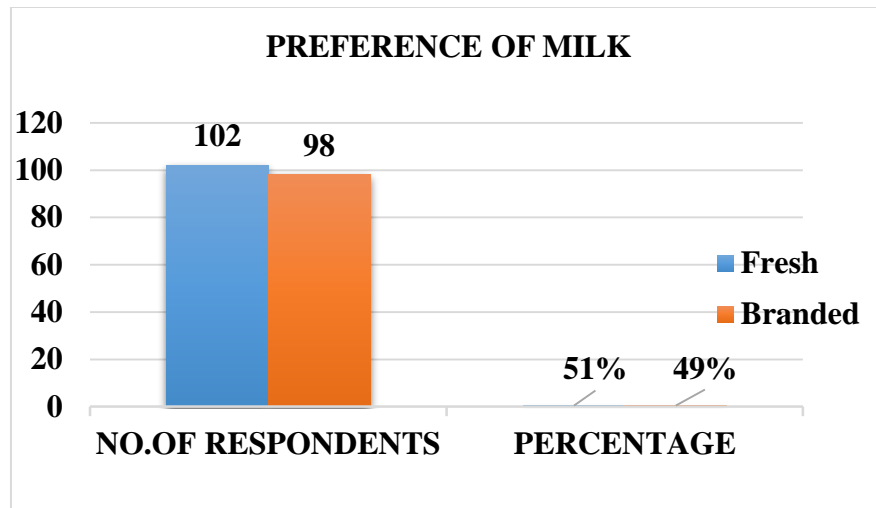


Fig. 5: Preference of milk

8.6 Reasons for changing of milk brand

There are various reasons for the consumers to change the milk brand. Certain reasons such as price rise, improper packaging, lack of availability of milk, poor taste, and excessive fat content are analyzed in the following table.

Table 6: Reasons for changing of milk brand

S. no	Reasons	Total score	Average	Rank
1	Price rise	8,612	43.06	V
2	Improper packaging	11,110	55.55	I
3	Lack of availability	9,306	46.53	IV
4	Poor taste	10,982	54.91	II
5	Excessive fat content	10,370	51.85	III

Source: Primary data

Table 6, cites certain reasons for the change of milk brand, 'improper packing' stands first followed by 'poor taste' and the last rank was obtained by 'price rise'.

8.7 Reasons for the purchasing the dairy products from the particular place

There are various reasons for the consumers to purchase the products from the particular store. Some of the reasons are listed vide.

Table 7: Rank for purchasing dairy products form the particular store

S.no	Reasons	Total score	Average	Rank
1	Storage Hygiene	8,756	43.78	IX
2	Offering good quality products	9,646	48.23	VIII
3	Offering good quality products at low cost	9,672	48.36	VII
4	Offering a variety of products	9,696	48.48	VI
5	Giving good response while making purchase/enquires	9,928	49.64	V
6	Due to a good relationship with the vendor	10,582	52.91	III
7	Easy access	10,994	54.97	I
8	Treated as best store in the locality	10,478	52.39	IV
9	Recommended by my friends and relatives	10,601	53.005	II

Source: Primary Data

It is seen from table 7 that among the nine variables the customers choose easy accesses' as the prime consideration for selecting the particular store to purchase dairy products followed by other variables. The last rank was obtained by 'recommended by easy accesses'.

9. FINDINGS

- From the analysis, it was found that 64% of the respondents belong to the age of 20 to 40 and only 2% of the respondents belong to the age group of above 60.
- As regards the educational qualification 50% of the respondents are Graduate, 20% of the respondents are Post Graduate, 18% of the respondents belongs to School level, 9% of the respondents are Illiterate and only 3% of the respondents belong to professionals.
- It is found that 22% is by the Government employee and Self-Employee respectively and only 9% are Agriculturist occupies in Madurai.
- In this significant to note that out of 200 respondents 52% of the respondents got an opinion from advertisement, 39% of the respondents got an opinion from friends and relatives, 4% of the respondents got an opinion from husbands and only 5% of the respondents got an opinion from wives to influence the brand of paneer.

- It is found that the 51% of the respondents mostly prefer fresh milk.
- It is observed that the problem of 'improper packing' is ranked first with the Garret mean score of 55.55 and the problem with least Garret mean score 43.06 of 'price rice' is ranked fifth.
- It is observed that the problem of 'easy access is ranked first with the Garret mean score of 54.97 and the problem with least Garret mean score 43.78 of 'Storage Hygiene' is ranked ninth.

10. SUGGESTION

Certain suggestions that have come up in the wake of the study are given as follows:

- "Excessive fat content" in milk should be reduced as it is a health issue which does not suit the children and elders. The brands should reduce the fat content so as not to harm the health of the people.
- The price of some of the milk brands seems to be a little high.
- The milk brands have to reduce the price of the products based on the affordability of all the care of people.
- The milk vendors have to ensure that the milk is not adulterated with milk powder and water.
- The brand players have to ensure the availability of the products at all times for the convenience of the people.
- The sales of expired dairy products have to be avoided by the players of dairy products. ISO certification is to be obtained to ensure the quality of the product by the brand players.

11. CONCLUSION

Our nation's milk producers have transformed Indian dairying from stagnation to world leadership. The dairy cooperative movement has been central to the development of dairying in India. Nowadays the rural farmers in India are involved in dairying as they find it as an alternative source of livelihood. The government of India sponsored a scheme called 'Strengthening Infrastructure for quality and clean milk production' to strengthen infrastructure facilities and to ensure clean milk production at the village level. The government of India so far has sanctioned Rs.1224.21 lakhs to Vellore, Villupuram, Trichy, Dharmapuri, Salem, Kanchipuram, Thiruvallur, Erode and Madurai milk Unions for the implementation of the scheme. So, the Government takes almost all the measures and implements various policies and regulatory laws for the development of the dairy sector in our country. The private sector plays a pivotal role in the development of the Indian dairy industry as well as produces various value-added products to meet the growing demands of the consumers.

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