

“CUSTOMER SATISFACTION OF DAIRY PRODUCTS”

Project work submitted to Bharathiar University Coimbatore in partial fulfillment of the requirement for the award of Degree of Bachelor of Commerce with Computer Applications

Submitted by

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SRI RAMAKRISHNA COLLEGE OF ARTS & SCIENCE

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CERTIFICATE

CERTIFICATE

This is to certify that the project work entitled "**CUSTOMER SATISFACTION OF DAIRY PRODUCTS**" Submitted to Bharathiar University in partial fulfillment of the requirements for the award of **DEGREE OF BACHELOR OF COMMERCE WITH COMPUTER APPLICATIONS**, is a record of the original work done by **SABAREESH B(REG. NO: 21104046)** during the period 2023-2024 of his study in the Department of Commerce with Computer Applications, Sri Ramakrishna College of Arts & Science, Formerly S.N.R Sons College(Autonomous),Nava India, Coimbatore-641006, under my supervision and guidance and this project work has not formed the basis of award of any Degree/Diploma/Association/Fellowship or similar title to any candidate in any other University.

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INTERNAL EXAMINER

EXTERNAL EXAMINER

DECLARATION

DECLARATION

I, **SABAREESH B** hereby declare that the report entitled "**CONSUMER PERCEPTION AND STATIFICATION OF DAIRY PRODUCTS**" submitted to Bharathiar University, in partial fulfillment of the requirement for the award of Degree of Bachelor of Commerce with Computer Applications, is a report of original and independent work done by me during the year 2023-2024 under the supervision and guidance of **Dr. SHEEBA U M.COM., Ph.D., Assistant Professor**, Department of Commerce with Computer Applications , Sri Ramakrishna College of Arts & Science, Formerly S.N.R Sons College (Autonomous),S.N.R College Road, Coimbatore -641006 and it has not formed for the basis for the award of any Degree/Diploma/Association/Fellowship or similar title to any candidate in any other University.

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Chapter I

Introduction and Design of the study

CHAPTER I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 INTRODUCTION

The production of milk on dairy farms and the processing of milk and milk products at dairy plants make up the dairy industry. Along with producing many kinds of milk, the industry makes butter, cheese, yogurt, and ice cream. Dairying produces food products that form a regular part of many people's diets, and in many parts of the world it is a big business and major employer. Among the leading milk producers are India, the United States, the European Union, Russia, Pakistan, Brazil, China, Ukraine, New Zealand, Australia, Argentina, and Mexico. Most of the milk used for human consumption worldwide comes from cows, but in some areas milk and dairy products are produced from buffalo, goats, sheep, camels, or reindeer. Normally, dairy farms and plants are regulated by government sanitation laws to ensure that their products meet basic quality and safety standards. Dairy product are consumed worldwide, with the exception of much of East and southeast Asia and also some part of central Africa.

Dairy industry is of vital importance to India. India is the world leader in milk production and the worth of Indian dairy industry is US \$75 billion. It is a prominent part of Indian agriculture economy. There has been an increase in the demand of dairy product in urban areas by food and non-food industries that use dairy products in a wide range of their product preparations.

In 1919, a dairy animal census was conducted for the first time by British colonial officials. A report authored in 1937 indicated a sub-optimal rate of milk consumption in the country. It estimated a per capita intake of 7 ounces (200 g) per day (inclusive of all dairy products), which was the lowest among all large dairy countries. Low productivity of dairy animals and widespread poverty were the challenges in increasing dairy production and consumption. Consumption varied by geographic and economic conditions, but was on the whole quite low. As the milk cooperative movement spread across the country, "White Revolution" began in India and India became the largest milk producer in the world. All this was achieved not merely by mass production but production by the mass.

In procurement of milk through cooperatives, the State stood between third and fourth position in the last 10 years. Tamil Nadu stood fourth in milk sales through cooperatives. Tamil Nadu ranks among the top ten milk producing states of the country with a daily production of 206 lakh litres per day. The state has a very vibrant milk cooperative sector with milk producers' cooperative societies spread across nook and corner of the state. There are 12,585 milk producers' cooperative societies having 20.30 lakh milk farmers as members.

1.2 STATEMENT OF THE PROBLEM

The main challenge of markets is to create the customers loyalty by quality, freshness, and taste. In India dairy industries has a rapid growing and flourishing in FMCG product. Marketers are necessary to know the customers response towards their own brand milk and milk products of its availability and acceptance. It is always a superior challenge for the companies to calculate the customers buying behaviour towards Dairy products. The present study tries to identify the various factors that lending to the customers buying behaviour towards Dairy products.

1.3 OBJECTIVES OF THE STUDY

- To study the customer buying behaviour towards Dairy products.
- To identify the brand awareness, problems and level of satisfaction of the respondents in purchasing of Dairy products.
- To ascertain the factors influencing the purchase of Dairy products.
- To find out the socio-economic status of the customers who is utilising Dairy products.

1.4 SCOPE OF STUDY

Dairy products is the one of the important products which is used all over the world. Customer buying behaviours is an important element in the marketing activity. The study is used to calculated various opinions of the customer who is using the Dairy products. The company can come know about the strength and weakness of the products. This will help to know the needs and wants of every individual in the day to day life.

1.5 RESEARCH METHODOLOGY

1.5.1 AREA OF THE STUDY

The area of study is taken as the Coimbatore city. The responses have been collected from the people living in Coimbatore city only. Which have been Coimbatore also known as Kovai is a major city in the Indian state of Tamil nadu. It is the second largest city in the state.

1.5.2 PERIOD OF THE STUDY

The study is conducted from December 2023 to January 2024.

1.5.3 SOURCE OF DATA

- I. The primary data used for the study has been collected using Questionnaire.
- II. Secondary data has been collected from various journal, websites and magaziniers.

1.5.4 SAMPLING TECHNIQUE

Snow ball sample technique has been used to collect the response from 100 respondents. This technique is also called as chain Referral sampling methods.

1.5.5 STATISTICAL TOOLS USED

1. Percentage analysis
2. Chi Square test
3. ANOVA

1.6 LIMITATION OF STUDY

- The study is conducted based on the data collection.
- The sample size of the study is limited to 100 respondents study.

- The questioner is circulated with in Coimbatore city only.

1.7 CHAPTER SCHEME

CHAPTER – 1

This chapter deals with the introduction and research methodology of the study.

CHAPTER – 2

This chapter deals with the literature Review conducted for the study.

CHAPTER – 3

This chapter deals with the overview on Marketing of the Dairy products.

CHAPTER – 4

This chapter deals with the analysis of the data collected and interpretation of the analysed date.

CHAPTER – 5

This chapter deals with the finding, suggestion, and conclusions of the Dairy products.

Chapter II **Literature Review**

CHAPTER II

REVIEW OF LITERATURE

2.1 INTRODUCTION

A literature review identifies, evaluates and synthesizes the relevant literature the relevant literature within a particular field of research. A literature review identifies a research gap and articulates how a particular research project addresses this gap. This helps to formulate the research problem. In thus study, the research is based on the customer satisfaction on dairy products. Following are some of the article reviews that supports the study.

2.2 LITERATURE REVIEW

V. RajalakshmiA and Anthony Rahul Golden (2023)¹ The research title, IMPACT OF CONSUMER BUYING BEHAVIOR ON SATISFACTION TOWARDS DAIRY PRODUCTS. This study has identified the factors that influence consumer behavior towards purchasing Government dairy products and its impact on satisfaction through customer service and purchasing intention. In today's business market, large number of branded milk suppliers is there. Hence improving the quality of the product along with easy accessibility and availability is essential for those marketers for their future endurance.

Jayavarathan Bose, Prabu Murugan, Serma S. P. Amaresan, Sudeepkumar N. Kumaran and Sreekumar Chirukandoth (2022)² The research title, Prioritization of Districts Based on Dairy Production. In Tamil Nadu, the percent contribution of the livestock sector to the Gross State Value Added (GSVA) was 5.47, and that to the agriculture and allied activities was 45.62. Districts such as Nilgiris, Kanniyanumari, and Coimbatore had least agricultural production potentials. The study identified four major factor components: agricultural production, buffalo milk production, veterinary infrastructure, and cross-bred milk production contributing to the dairy production potential of a district. Policy interventions that improve the dairy value chain and the development of an organized marketing network would help the dairy farmers and further reduce the milk handled by informal market traders.

R. V. SURESH (2022)³ The research title, CONSUMPTION PATTERN OF MILK AMONG URBAN DWELLERS WITH REFERENCE TO COIMBATORE DISTRICT. Brand awareness is the probability that consumers are familiar about the life and

availability of the product. It is the degree to which consumers precisely associate the brand with the specific product. India has the highest livestock population in the world with 50 percent of the buffaloes and 20 percent of the world's cattle population, most of which are milk cows and milk buffaloes. India's dairy industry is considered as one of the most successful development programmes in the post-Independence period. The objective of study to determine the level of Awareness towards different brands of packaged milk. Packaged milk brand needs to improve their distribution strategies and advertising methods. Packaged milk brand needs to concentrate on taste and design of the package.

Pankaj Kumar Bahety and Souren Sarkar, Tanmoy De, Vimal Kumar, Ankesh Mittal (2022)⁴ The research title, Exploring the factors influencing consumer preference toward dairy products. s. India is the largest producer of milk in the world, accounting for more than 18.50% of global milk production. This study is an effort to determine the factors influencing consumer preference toward dairy products. This will help in developing marketing strategies to promote wider acceptance of dairy products among consumers. s. The choice of low-fat yogurt and milk was influenced by the level of education. In fact, having a greater degree of knowledge has been linked to a preference for low-fat foods.

Laxmi Kirana Pallathadka and Harikumar Pallathadka (2022)⁵ The research titled, Consumer Perception Towards Dairy Products in India. That the main objective of this study was To know about the perception of customers towards Dairy products. Since ancient times, Indians have consumed desi milk, also known as A2 milk. When people realized the benefits of A2 milk, the concept of A2 milk resurfaced, and the market for A2 milk expanded rapidly. Around ten A2 milk businesses have emerged in Hyderabad city during the previous five years.

Balaji P, Shalini N, Santhasheela M and Vidhyavathi A (2021)⁶ The research title, Consumer Choice of Ice Creams. Ice cream is the favorite dairy product for all, especially kids. It helps to relax the mind of human beings. Ice cream is a sweetened frozen food typically eaten as a snack or dessert. Some of the benefits of ice cream are sources of vitamins, especially vitamin A, B-6, B-12, C, D, and K, sources of minerals such as calcium and phosphorous stimulates the brain, provides energy, etc., Most popular flavors of ice cream are vanilla, chocolate, butter pecan, strawberry, neapolitan, chocolate chip, french vanilla, cookies, and cream, etc., Advertisement plays a major role in motivating the consumers to prefer traditional ice cream.

N.Santhamani and Dr. P.S.Selva Tharangini (2021)⁷ The research title, Consumer Attitude towards Dairy Products. Milk production is highly labour-intensive and provides a lot of employment. The dairy industry is the sector with the highest degree of protection due to the economically vulnerable position of small milk producers. It is indicated that the consumers expected good quality of dairy products where they like a brand of dairy products which is organically produced. This study confirmed that dairy products are playing a dynamic role in consumers life, for getting good health and energy to perform their work-life so increasing the quality may change the attitude of the consumers towards dairy products in the study area.

D Thirunavukkarasu, M Jothilakshmi, S Murugesan and K A Doraisamy (2021)⁸ The research title, Transition of smallholder dairy farming system - a micro study in Tamil Nadu, India. In India dairying was of mixed farming with symbiotic relationship of crop and dairying. Mixed farming has enabling spread of risks and options of flexibility in dairy/crop activities in expectation of difficulties, opportunity and needs. k. The human labour was being replaced with machineries' such as fodder cutting / harvester, milking machine, improved housing and improved irrigation procedures. And crop residues are replaced with cultivated fodder and manufactured feeds.

Arun Kumar Misra (2019)⁹ The research title, Approaches for enhancing productivity of smallholder dairy production in India. India ranks first in milk production accounting for 19% of world production. The milk production in the country has increased by about 10 times since independence and at present milk production is around 176.35 million metric tons. The majority of dairy farms are not only small farms run by families who own small pieces of land and keep a few cows in their homes, but also more than a few dairy farmers who own no landIndia wants to double the domestic milk production by 2027. To keep pace with future growth in demand, there is a need to improve productivity of cattle and buffaloes through feed and feeding interventions, and increase the ratio of productive animals in the overall bovine population.

Mahendra Pal and Suneeta Pinto (2018)¹⁰ The research title, Significance of Hygienic processing of Milk and Dairy products. The Milk may be defined as the whole, fresh, clean, lacteal secretion obtained by the complete milking of one or more healthy milch animals, excluding that obtained within 15 days before or 5 days after calving or such periods as may be necessary to render the milk practically colostrum free, and containing the

minimum prescribed percentages of milk-fat and milk solids-not-fat. In India, the term “milk” when unqualified, refers to cow or buffalo milk, or combination of two. Milk has become an increasingly important source of protein, and other elements necessary for the maintenance of healthy body, and constitutes an important food component for a large section of the world population.

Dhanya. K and Venkatesa Palanichamy. N (2018)¹¹ The research title, AN OVERVIEW OF CONSUMER BUYING BEHAVIOR TOWARDS AROMA MILK PRODUCTS IN COIMBATORE DISTRICT, TAMIL NADU. Milk products occupy an important role in people diet in society like India where milk production and consumption plays a pivotal role in the functioning of Indian economy. Now, every corner in India demands quality and affordable dairy produce. The Dairy industries are stepping ahead for better quality products with acquired technologies with some quite innovations for their products and better marching in the market. They prefer healthy and energy drinks for consumption. Milk and Dairy products are easily available and offered by number of milk brands. Based on the findings of the study, there are still a large portion of consumers not satisfied with Aroma brand. Industry can target that segment and use it as an opportunity to expand their sales by satisfying those consumers also by retaining the existing consumers.

B.S. Meena, Pampi Paul and Vishwatej Rudroju (2017)¹² The research title, Prospect of organic dairy farming in India. Some of the agro-climatic regions in India are best suited for organic milk production. These areas include the rain-fed areas of Rajasthan, Gujarat, Madhya Pradesh, hilly areas of Himachal Pradesh, Uttaranchal, Jammu and Kashmir, Tamil Nadu and whole of North-Eastern region. Dairy farming systems are now expected to meet a number of objectives viz. to produce milk, to minimize environmental damage and to improve animal welfare, biodiversity and environmental goods.

Kavitha.P and Dr.Ravi Shankar (2017)¹³ The research title, A Study On Customer Attitude Towards Packaged Milk In Coimbatore City. Milk is known for its richness in calcium and thus its importance for bones. It contains protein, carbohydrates, vitamins, minerals and fat. Milk is the best example of a food product that due to processing technology, packaging material and methods, is able to extend its shelf life from hours into weeks and months. To objective of study to identify the various factors which influencing the attitude of the consumers in purchasing packaged milk. India has been a substantial increase in the per

capita income and growth in disposable income has significantly improved the purchasing power over the past decade.

Prem Chanda,Smita Sirohi , S.K. Sirohi (2015)¹⁴ The research title, Development and application of an integrated sustainability index for small-holder dairy farms in Rajasthan, India. In developing countries like India, where dairy farming is characterized by small herds of low producing dairy animals, managed mostly by family labor, under situation of input and capital constraints, and without any subsidy support from the government; the attributes of sustainability need to be defined in accordance with the prevailing bio-physical and socio-economic conditions in these nations. The selected indicators of the model are suitable for the small-holder dairy farming and can be a valuable instrument for an easy assessment of the sustainability of dairy farming in developing countries.

FRANK RATHANA KUMAR and THAMILA (2015)¹⁵ The research titled, Dairy cooperative developments in india. That the main objective of this study was to tap the milk potential of the State and to ensure stable growth in procurement and Marketing. Annual milk production in India has more than tripled in the last three decades, rising from 21 million tons in 1968 to an anticipated 80 million metric tons in 2001. Dairy co-operatives should play a commendable role in future in regenerating the rural life. The need of the hour for the Cooperative sector in the era of liberalized environment is to seize every opportunity available.

NIZAMUDDIN KHAN and ASHISH KUMAR PARASHARI (2014)¹⁶ The research title, DEVELOPMENT OF INDIAN DAIRY AND CHALLENGES. The dairy sector in India is characterized by smallholder production system of villages based production of consisting of one to three milking animals. Government of India have launched various dairy programs and policies for development of Indian dairy industry. These programs have played most important role in the development of Indian dairy and have paved way for the present success of Indian dairy. Although India has achieved remarkable progress in terms of dairy development and gained self-sustainability in milk production but these achieved seems insignificant when viewed against the challenges faced by dairy sector. India has become the largest producer of milk in world and is the largest consumer of milk.

Mario Gabriele Miranda and S. Ramachandran (2014)¹⁷ The research title, A Study on the Dairy Industries in India. India was primarily an import dependent country and anhydrous milkfat, butter and dry milk powders were imported to meet the needs of urban consumers.

The main benefit of drinking milk is being taught and is mainly becoming made as a habit from childhood days. When we look into the history this habit has been followed as a hereditary process. This can also be called as ritual.

M. S. Deshmukh (2014)¹⁸ The research title, GROWTH AND PERFORMANCE OF DAIRY SECTOR IN INDIA. That the main objective of study. To find out the constraints and opportunities of dairy sector in India. To examine the role of co-operatives in development of dairy sector in India. The dairy cooperative movement has not only improved the lives of rural people but also generated employment opportunities for farm families and made significant contribution to the economy of the nation as well.

Shiv Raj Singh and K.K. Datta (2010)¹⁹ The research title, Understanding Value Addition in Indian Dairy Sector. Dairying in India is more inclusive compared to crop production in the sense that it involves a majority of the vulnerable segments of the society for livelihoods. In India, dairy products are consumed in various forms, such as milk, butter, ghee, curd, cheese, icecream, besides fresh milk. Buoyancy in the consumer demand for milk is a positive factor. This buoyancy has been felt for a sustained period signifying high potential for growth. These developments would trigger further demands for value-added products.

A K MISRA, C A RAMA RAO and K RAVISHANKAR (2010)²⁰ The research title, Analysis of potentials and problems of dairy production in rainfed agro-ecosystem of India. The objective of the present study was to characterize the status of smallholder dairy production in rainfed areas in order to generate information that would assist in designing of strategies/technological options for livestock development programmes. To solve the problem of low productivity of dairy animals, favourable policy environment and supporting infrastructure and services will have to be provided and technical and socioeconomic constraints needs to be addressed with active consultation and participation of stakeholders.

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Chapter III **Profile of the study**

CHAPTER III

PROFILE OF THE STUDY

3.1 INTRODUCTION

A **dairy** is a place where milk is stored and where butter, cheese and other dairy products are made, or a place where those products are sold. It may be a room, a building or a larger establishment. In the United States, the word may also describe a dairy farm or the part of a mixed farm dedicated to milk for human consumption, whether from cows, buffaloes, goats, sheep, horses or camels.

The attributive *dairy* describes milk-based products, derivatives and processes, and the animals and workers involved in their production, for example dairyman, dairymaid, dairy cattle or dairy goat. A dairy farm produces milk and a dairy factory processes it into a variety of dairy products. These establishments constitute the global dairy industry, part of the food industry.



3.2 Terminology

Terminology differs between countries. In the United States, for example, an entire dairy farm is commonly called a "dairy". The building or farm area where milk is harvested from the cow is often called a "milking parlor" or "parlor", except in the case of smaller dairies, where cows are often put on pasture, and usually milked in "stanchion barns". The farm area where milk is stored in bulk tanks is known as the farm's "milk house". Milk is then hauled (usually by truck) to a "dairy plant", also referred to as a "dairy", where raw milk is further processed and prepared for commercial sale of dairy products.

In New Zealand, farm areas for milk harvesting are also called "milking parlours", and are historically known as "milking sheds". As in the United States, sometimes milking sheds are referred to by their type, such as "herring bone shed" or "pit parlour". Parlour design has evolved from simple barns or sheds to large rotary structures in which the workflow (throughput of cows) is very efficiently handled. In some countries, especially those with small numbers of animals being milked, the farm may perform the functions of a dairy plant, processing their own milk into saleable dairy products, such as butter, cheese, or yogurt. This on-site processing is a traditional method of producing specialist milk products, common in Europe.

In the United States a *dairy* can also be a place that processes, distributes and sells dairy products, or a room, building or establishment where milk is stored and processed into milk products, such as butter or cheese. In New Zealand English the singular use of the word *dairy* almost exclusively refers to a corner shop, or supermarket. This usage is historical as such shops were a common place for the public to buy milk products.

3.3 HISTORY

Milk producing animals have been domesticated for thousands of years. Initially, they were part of the subsistence farming that nomads engaged in. As the community moved about the country, their animals accompanied them. Protecting and feeding the animals were a major part of the symbiotic relationship between the animals and the herders.

In the more recent past, people in agricultural societies owned dairy animals that they milked for domestic and local (village) consumption, a typical example of a cottage industry. The animals might serve multiple purposes (for example, as a draught animal for pulling a plow as a youngster, and at the end of its useful life as meat). In this case, the animals were normally milked by hand and the herd size was quite small, so that all of the animals could be milked in less than an hour—about 10 per milker. These tasks were performed by a *dairymaid* (*dairywoman*) or *dairyman*. The word *dairy* harkens back to Middle English *dayerie*, *deyerie*, from *deye* (female servant or dairymaid) and further back to Old English *dæge* (kneader of bread).

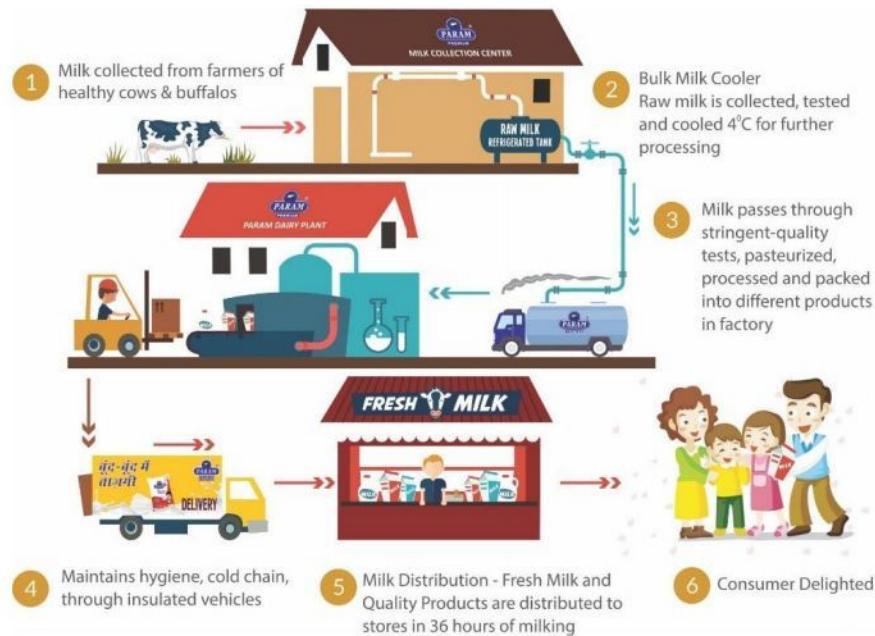
With industrialisation and urbanisation, the supply of milk became a commercial industry, with specialised breeds of cattle being developed for dairy, as distinct from beef or draught animals. Initially, more people were employed as milkers, but it soon turned to mechanisation with machines designed to do the milking.



Historically, the milking and the processing took place close together in space and time: on a dairy farm. People milked the animals by hand; on farms where only small numbers are kept, hand-milking may still be practised. Hand-milking is accomplished by grasping the teats (often pronounced *tit* or *tits*) in the hand and expressing milk either by squeezing the fingers progressively, from the udder end to the tip, or by squeezing the teat between thumb and index finger, then moving the hand downward from udder towards the end of the teat. The action of the hand or fingers is designed to close off the milk duct at the udder (upper) end and, by the movement of the fingers, close the duct progressively to the tip to express the trapped milk. Each half or quarter of the udder is emptied one milk-duct capacity at a time.

Traditionally the cow, or cows, would stand in the field or paddock while being milked. Young stock, heifers, would have to be trained to remain still to be milked. In many countries, the cows were tethered to a post and milked.

3.4 Milk Procurement and Processing



Milk procurement

In most Countries, milk production is mostly carried out in rural areas from where it is transported to the milk processing plant. In India, milk is regularly collected and transported twice a day, morning and evening. The usual methods of milk collection and reception at a dairy plant are:

- Milk procurement through individual producers: In this case, milk is brought to the dairy plant by the individual producers in their own vessels of any type. This is possible for those producers who are located nearby milk collection centre.
- Milk collected through co-operative organizations: In this case, one or more co-operative societies form an organization which is responsible for the uninterrupted supply of milk to the dairy plant. This system is beneficial to the producers due to the absence of middle men.
- Milk procured through contractors: In this method, the contractor supplying milk to the dairy plant collects the milk from producers at a cheaper rate and transports the

milk to the dairy. The presence of such contractors (middle men) mean lesser return to the milk producers.

- Milk reception from milk collection/chilling centres: This method is generally possible and is prevalent in organized sectors and dairy operations in India.

Milk is collected at various milk collection centres from nearby villages in 40 litre cans. It is weighed, tested for fat content and kept ready to be dispatched to the milk chilling centre. This milk is then picked from these collection centres in an open truck and brought to the milk chilling centre or dairy plant, where milk cans are emptied, washed through can washer and sent back to milk collection centres.

MILK PROCESSING

Dairy processing occurs world-wide. The basic dairy processes haven't changed much. Although, specialised processes such as ultrafiltration (UF), and modern drying processes that were formerly discharged have increased the opportunity for the recovery of milk solids. Moreover, all processes have become much more energy efficient. The use of electronic control systems have reduced the cost and led to improved processing effectiveness.

Milk production:



The processes taking place at a typical milk plant include:

- Receipt and filtration/clarification of the raw milk
- Separation of all or part of the milk fat (for standardisation of market milk, production of cream and butter and other fat-based products, and production of milk powders)
- Pasteurisation
- Homogenisation (if required)
- Deodorisation (if required)
- Further product-specific processing
- Packaging and storage, including cold storage for perishable products
- Distribution of final products

Butter production:



The butter-making process, whether by batch or continuous methods, consists of the following steps:

- Preparation of the cream
- Destabilisation and breakdown of the fat and water emulsion
- Aggregation and concentration of the fat particles
- Formation of a stable emulsion

- Packaging and storage
- Distribution.

Cheese production:



Virtually all cheese is made by coagulating milk protein (casein) in a manner that traps milk solids and milk fat into a curd matrix. This curd matrix is then consolidated to extract the liquid fraction, cheese whey. Cheese whey contains those milk solids which are not held in the curd mass. It is most of the milk sugar (lactose) and a number of soluble proteins.

Milk powder production:



Milk used for making milk powder, whether it is whole or skim milk, is not pasteurised before use. The milk is preheated in tubular heat exchangers before being dried. The preheating temperature depends on the season (which affects the stability of the protein in the milk) and on the characteristics desired for the final powder product.

The preheated milk is fed to an evaporator to increase the concentration of total solids. The solids concentration that can be reached depends on the efficiency of the equipment and the amount of heat that can be applied without unduly degrading the milk protein.

The milk concentrate is then pumped to the atomiser of a drying chamber. In the drying chamber the milk is dispersed as a fine fog-like mist into a rapidly moving hot air stream, which causes the individual mist droplets to instantly evaporate. Milk powder falls to the bottom of the chamber, from where it is removed. Finer milk powder particles are carried out of the chamber along with the hot air stream and collected in cyclone separators.

Milk powders are normally packed and distributed in bulk containers or in 25 kg paper packaging systems. Products sold to the consumer market are normally packaged in cans under nitrogen. This packaging system improves the keeping quality, especially for products with high fat content.

3.5 World Milk Production

Worldwide, leading dairy industries in many countries including India, the United States, China, and New Zealand serve as important producers, exporters, and importers of milk. Since the late 20th century, there has generally been an increase in total milk production worldwide, with around 827,884,000 tonnes of milk being produced in 2017 according to the FAO.

WORLD TOTAL MILK PRODUCTION IN 2017
FAO STATISTICS
(INCLUDING COW/BUFFALO/GOAT/SHEEP/CAMEL MILK)

Rank	Country	Production (1000 tonnes/year)	Share in Global Production
	World	827,884	100%
1	 India	176,272	21.29%
2	 United States	97,760	11.81%
3	 Pakistan	44,293	5.35%
4	 China	34,869	4.21%
5	 Brazil	33,742	4.08%

3.6 List of Dairy products

1. Milk
2. Butter
3. Ghee
4. Paneer
5. Butter Milk
6. Milk powder
7. Ice cream
8. Cheese
9. Yogurt
10. Whey

3.7 INDIAN DAIRY PRODUCT COMPANY

India, the world's largest milk producer, contributes a staggering 24% to global milk production. The industry has witnessed remarkable growth, with a 61% increase in milk production over the last eight years, reaching 221.1 million tonnes in 2021-22. The top five milk-producing states are Rajasthan, Uttar Pradesh, Madhya Pradesh, Gujarat, and Andhra Pradesh. India's dairy exports totaled 67,572.99 metric tonnes, valued at \$284.65 million in 2022-23. Key players include Amul, Mother Dairy, and Dudhsagar Dairy. Lucrative opportunities exist in value-added dairy products, organic milk, and exports. The sector's significance is underscored by its 5% contribution to the national economy.

3.7.1 Top 5 Dairy Companies in India

- A. Anand Milk Union Limited
- B. Mother Dairy Fruit & Vegetable Private Limited
- C. Heritage Foods Limited
- D. Tirumala Milk Products Private Limited
- E. Kerala Co-operative Milk Marketing Federation

A. Anand Milk Union Limited



Anand Milk Union Limited (AMUL), an Indian cooperative society, was established in 1946 in Anand, Gujarat. The acronym "AMUL" stands for "Anand Milk Union Limited". Under the ownership of the Gujarat Cooperative Milk Marketing Federation Limited, a department of the Government of Gujarat, AMUL has achieved remarkable success. With a brand turnover of USD 5.1 Billion, it holds the distinction of being India's largest food products organization.

AMUL's core focus lies in dairy products, including milk, butter, ghee, cheese, and yogurt. Their extensive product line caters to diverse consumer segments, ranging from households to hotels, restaurants, and bakeries. The combination of unwavering commitment to quality, innovative marketing strategies, and a robust distribution network has firmly established AMUL among the top 10 dairy companies in India.

Amul was found on 19 December 1946 as a response to the exploitation of small dairy farmers by traders and agents. At the time, milk prices were arbitrarily determined, giving Polson an effective monopoly in milk collection from Kaira and its subsequent supply to Mumbai.^{[10][11]}

Frustrated with the trade practices (which they perceived as unfair), the farmers of Kaira, led by Tribhuvandas Patel, approached Sardar Vallabhbhai Patel, who advised them to form a cooperative. If they did so, they would be able to directly supply their milk to the Bombay Milk Scheme instead of working for Polson.^[12] Sardar Patel sent Morarji Desai to organise the farmers.

B. Mother Dairy



Mother Dairy Fruit & Vegetable Private Limited, founded in 1946 in Anand, Gujarat, India, is a prominent manufacturer of dairy products and processed foods. Their extensive product range encompasses packaged milk, ice cream, butter, and paneer. Serving households, hotels, restaurants, and bakeries, Mother Dairy has earned its place among the top 10 dairy companies

in India. Their unwavering commitment to quality, innovative marketing strategies, and widespread distribution networks contribute to their success.

Mother Dairy was commissioned in 1974 as a wholly owned subsidiary of the National Dairy Development Board (NDBD), under 'Operation Flood'. It was an initiative under Operation Flood, a dairy development program aimed at making India a milk sufficient nation. Mother Dairy sources a significant part of its requirement of liquid milk from dairy cooperatives and village level farmer centric organizations.

It originally focused on Delhi and other parts of the National Capital Region (NCR), and has 1500 milk booths and 300 safal outlets in the market. It later expanded to other regions in India. It currently sells milk and milk products through 400 Safal outlets.

C. Heritage Foods Limited



Heritage Foods Limited, headquartered in Hyderabad, India, was established in 1992 by Shri Nara Chandrababu Naidu. As one of the largest private sector dairy enterprises in Southern India, Heritage Foods specializes in manufacturing and marketing a diverse range of milk and milk products. Their product lineup includes milk, curd, ice cream, buttermilk, flavored milk, dairy whitener, and skim milk powder. These offerings cater to a wide range of consumers, from households to hotels, restaurants, and bakeries. The company's rapid growth, innovative approach, and unwavering commitment to quality have firmly positioned it among the top 10 dairy companies in India.

The Heritage Group was founded in 1992 by Telugu Desam Party Chief and former Chief Minister of Andhra Pradesh Shri Nara Chandrababu Naidu, with three-business divisions viz.,

Dairy, Retail and Agri under its flagship Company Heritage Foods Limited (HFL), one infrastructure subsidiary - Heritage Infra Developers Limited and other associate Companies viz., Heritage Finlease Limited, Heritage International Limited and Heritage Agro Marine Private Limited. The annual turnover has crossed \$200 million USD during FY 2008'09.

Heritage's milk products have market presence in Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, Maharashtra, Delhi, Rajasthan and Punjab. It has retail stores across Bengaluru, Chennai, Hyderabad and Visakhapatnam. Integrated agri operations are in Chittoor and Medak Districts and these are backbone to retail operations.

D. Tirumala Milk Products Private Limited



Tirumala Milk Products Private Limited, established in 1996 and headquartered in Hyderabad, Telangana, India, is a leading dairy company in South India. Their diverse product lineup includes milk in sachets, sweets, flavored milk, curd in cups and sachets, milk powder, butter, ghee, and butter oil. With a strong presence in major states like Tamil Nadu, Karnataka, Andhra Pradesh, Telangana, Kerala, Madhya Pradesh, Uttar Pradesh, and West Bengal, Tirumala caters to both retail and wholesale sectors. Their commitment to delivering tasty and healthy milk and milk products has earned them a well-deserved spot among the top 10 dairy companies in India.

Thirumala has a strong focus on its consumers and therefore goes the extra mile to provide them consistent quality products which is relevant to their organoleptic palate. Not only is this about giving consumers the best, but also understanding what they would need through robust customer-connect programs.

We always strive for ensuring consistent quality products with conforming purity of the product available in the market, which is made possible through the help of our own Tirumala Distribution Centres (TDC) Agents and Retailers. We ensure on-time deliveries to our Retailers so that our products are made available for our consumers 24/7.

E. Kerala Co-operative Milk Marketing Federation (Milma)



Kerala Co-operative Milk Marketing Federation (KCMMF), popularly known as Milma, was established in 1980 as a state government cooperative society. Headquartered in Thiruvananthapuram, Kerala, India, Milma operates as a three-tiered organization. It boasts 3076 Anand model primary milk co-operative societies, with 10.4 lakh local milk-producing farmers as members¹. Milma's diverse product lineup includes milk in sachets, sweets, flavored milk, curd in cups and sachets, milk powder, butter, ghee, and butter oil. Milma's extensive reach spans across the state, serving both retail and wholesale sectors. Their unwavering commitment to quality, cooperative structure, and financial success has rightfully positioned them among the top 10 dairy companies in India.

In the early 1980s, Kerala was seen as an unfriendly dairy state and had to depend primarily on the neighbouring states for its milk supply. However, today, Kerala is almost self-sufficient in milk production.

The Organisation has a three-tier structure with the primary milk Cooperative societies at the village level, Regional Milk Producers' Unions at the middle level and an apex body at the State level, which is the Kerala Cooperative Milk Marketing Federation Ltd.

3.8 TAMIL NADU DAIRY PRODUCT COMPANY

- Milk cooperatives have played a key role in the growth of dairy sector in the country. As the milk cooperative movement took roots and spread across the country, India transformed from a milk deficit nation to the largest producer of milk in the world. During 2017-18, India produced 176.30 Million Tonnes (4699 lakh litres per day) of milk which is 18.5% of the world production. Tamil Nadu ranks among the top ten milk producing states of the country with a daily production of 206 lakh litres per day. The state has a very vibrant milk cooperative sector with milk producers' cooperative societies spread across nook and corner of the state.
- There are 12,585 milk producers' cooperative societies having 20.30 lakh milk farmers as members. Tamil Nadu ranked 11th in milk production in 2019-20 with 8.76 million tonnes and the per capita availability of 316 grams per day. The milk production in Tamil Nadu has increased by 4.75% over the previous year.
- Tamil Nadu possesses 24.5 million livestock including 9.52 million cattle, 0.52 million buffaloes with breedable cattle population of 6.40 million cattle and 0.35 million buffaloes as per 20th livestock census.

3.8.1 TOP 5 DAIRY COMPANY IN TAMIL NADU

- A. AAVIN
- B. AROKYA
- C. VETHAA MILK
- D. VIJAY DAIRY
- E. SAKTHI DAIRY

A. AAVIN



Aavin is a State Government Cooperative under the ownership of Tamil Nadu Cooperative Milk Producers Federation Limited (TNCMPFL), Ministry of Cooperation, Government of Tamil Nadu and the trademark of TNCMPFL. Aavin procures milk, processes it and sells milk and milk products to consumers.

The company produces a wide range of products, including milk, butter, yogurt, ice cream, ghee, milk shake, khoa, tea, coffee, and chocolate, among other goods.

The Tamil Nadu Co-operative Milk Producers' Federation Limited is an apex body of 17 District Cooperative Milk Producers' Unions and through procurement of milk from villagers helps in economic development of farming community and also facilitates the processing and manufacturing of various milk products. It is headquartered located at Aavin

Illam, Kumbakonam, Thanjavur District and has three dairy plants at the following locations in Thanjavur.

- Thiruvidaimarudur - capacity of 4 LLPD
- Thanjavur - capacity of 3 LLPD
- Kumbakonam - capacity of 4 LLPD

B. AROKYA



Launched in 1995, Arokyam is the flagship brand of Hatsun Agro Product Limited. We have won the trust of millions of consumers across Tamil Nadu, Andhra Pradesh, Telengana, Karnataka and parts of Maharashtra.

The popularity of Arokyam can be attributed to the fact that a whole eco-system has been built around the brand promise “Goodness with care, from our villages”. Great care and hygiene goes into the procurement, processing and packaging of Arokyam Milk to ensure it's made available to you in a healthy way.

Milk is collected with extreme care from healthy, well-nourished cattle in hygienic cow-sheds spread across well-connected villages. This is then, pasteurized and homogenized following scientific guidelines to meet stringent quality standards.

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Under the Arokya brand, we have also have Curd. It is available in various convenient formats.

C. VETHAA MILK



Since 1996, Vethaa is proudly associated with dairy production. With years of experience, the company is now manufacturing and marketing milk and milk products including butter, paneer, ghee and fresh cream under Vethaa brand. Vethaa sources a significant part of its liquid milk requirement from dairy cooperatives and village level farmer centric organizations. We are committed to uphold institutional structures that empower milk producers and farmers through processes that are equitable. A considerable portion of our income is ploughed back into the value chain to support and maintain the system. Quality of milk is of paramount importance and so we have invested extensively in installing hi tech automated machines to ensure high product quality / reliability and safety.

From the fresh farms to the family table, Vethaa brings in milk and milk products, as a rich, creamy and great source of vitamin D, calcium & energy. Be it for the one who sips or guzzles

milk, or has a craving for thick curd or moist paneer or smooth fresh cream, we offer a wide range of delicious dairy products, for the whole of the family.

With no artificial hormones, tested for antibiotics, and continuous quality testing to ensure purity of milk, we bring in only the best for the family, always.

D. VIJAY DAIRY



Vijay Dairy & Farm Products (P) Ltd was incorporated in the year 1994. Vijay Dairy has a committed vision to procure quality milk from the farmers and produce milk and milk products through superior technology and process and makes it available to customers at competitive price.

The nutrition rich fresh milk and the milk products are packed as per qualified hygienic standards of food packaging.

Vijay Dairy has a committed vision to procure quality milk from the farmers and produce milk and milk products through superior technology and process and makes it available to customers at competitive price.

E. SAKTHI DAIRY



Our dairy was started in 1994 and it aims to assist the rural population in making better use of their dairy produce. With consistency in delivery of quality, we have grown leaps and bounds in the past two decades. Packaged Milk, Ghee, Paneer, Butter, Curd, Dairy Whitener and Skimmed Milk Powder are our major products. We cater to the dairy needs of retail consumers as well as a number of institutions and multinational companies. At present, we sell around 2 lakh litres of processed and packaged milk every day and we are more than a household name in the states of Tamil Nadu and Kerala.

Quality is of paramount importance to both the producers and the consumers and we stand by it. We cherish keeping up the quality promises we make, as we consider them a primary purpose of any food house that decides to keep the end consumer happy.

We aim at addressing the quality issues and the nutritional value of the food right from the production stage. Our production system is fine-tuned at every level to make sure the best of quality is delivered to our customers.

Chapter IV **Analysis & Interpretation**

CHAPTER 4

ANALYSIS AND INTERPRETATION

4.1 SIMPLE PERCENTAGE ANALYSIS

4.1.1 GENDER

TABLE 4.1.1

GENDER	NO. OF. RESPONDENTS	PERCENT
Male	49	49
Female	51	51
Total	100	100

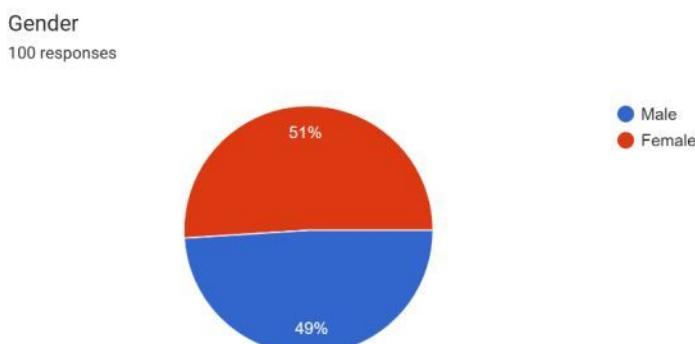
(source type : primary data)

The above table 4.1.1 shows that, 49 percent of the respondents are male, 51 percent of the respondents are female.

Majority (51) percent of the respondents are Female.

Chart 4.1.1

Gender



4.1.2 AGE

TABLE 4.1.2

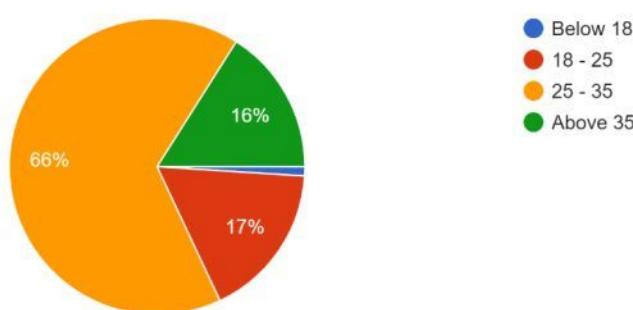
AGE	NO. OF. RESPONDENTS	PERCENT
Below 18	01	1
18 – 25	17	17
25 – 35	66	66
Above 35	16	16
Total	100	100

(source type : primary data)

The above table 4.2 show that ,1 percent of the respondents are below 18 years of age,17 percent of the respondents are 18-25 years of age, 66 percent of the respondents are 25-35 years of age,16 percent of the respondents are above 35 years of age.

Majority (66) percent of the respondents are between the age group of 25-35 years.

Age
100 responses



4.1.3 MARITAL STATUS

Table 4.1.3

Marital status of the respondents

Martial status	No.of.respondents	percent
Married	76	76
Unmarried	24	24
Total	100	100

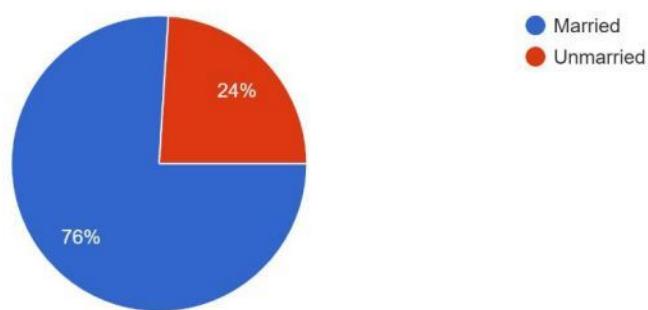
(source type : primary data)

The above table 4.3 show that ,76 percent of the respondents are married,24 percent of the respondents are unmarried.

Majirity (76) percent of the respondents are married.

Marital status

100 responses



4.1.4 Area of the respondent

Table 4.1.4

Area of the respondent

Area of the respondent	No of respondents	percent
Rural	07	07
Urban	73	73
Semi-urban	20	20
Total	100	100

(source type : primary data)

The above the table 4.1.4 show that 7 percent of the respondent are living in Rural,73 percent of the respondent are living in urban, 20 percent of the respondent are living in semi-urban.

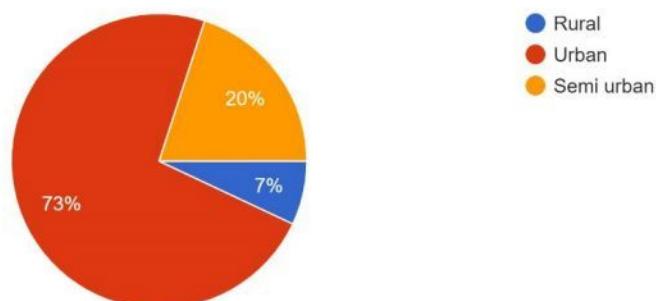
Majority (73) percent of the respondents are living in urban area as a majority.

Chart 4.1.9

Area of the respondent

Area of the respondent

100 responses



4.1.5 Education qualification

Table 4.1.5

Education qualification

Education qualification	No of the respondents	percent
School level	07	07
Under graduate	73	73
Post graduate	20	20
Total	100	100

(source type : primary data)

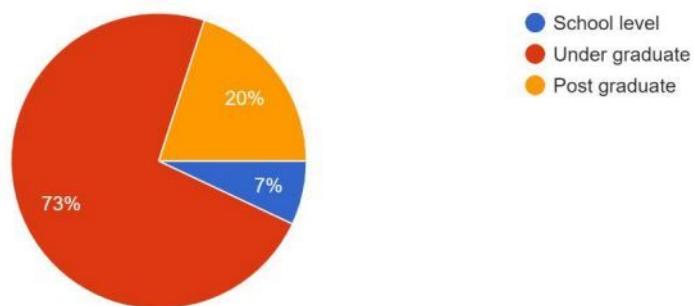
The above the table 4.1.5 it can be noted that 7 percent have completed school level education,73 percent of the respondent have completed under graduate,20 percent of the respondent have complete post graduate.

Majority (73) percent of the respondents are under graduate.

Chart 4.1.5

Education qualification

100 responses



4.1.6 Family types

Table 4.1.6

Family types

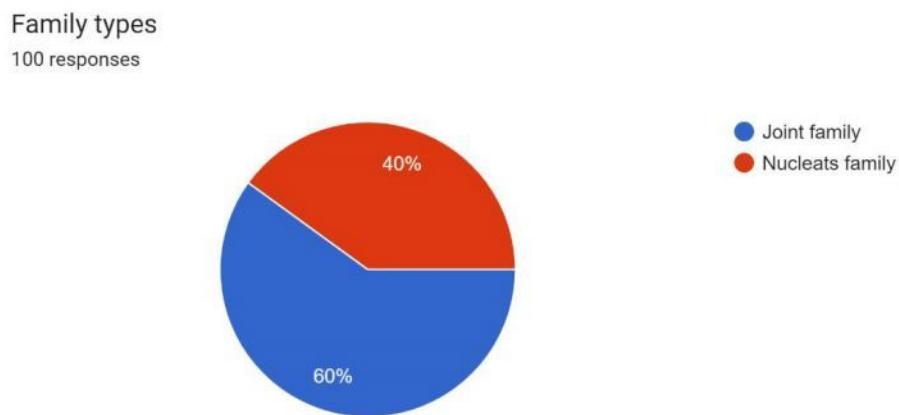
Family types	No of the respondents	percent
Join family	60	60
Nucleats family	40	40
Total	100	100

(source type : primary data)

The above the table 4.1.6 show that 60 percent of the respondents are join family,40 percent of the respondents are nucleast family.

Majority (60) percent of the respondents are joinfamily.

Chart 4.1.6



4.1.7 Number of caraing member in family

Table 4.1.7

Number of caraing member in family

Number of caraing member in family	No of the respondents	percent
Below 3 members	11	11
3-5 members	29	29
Above 5 members	60	60
Total	100	100

(source type : primary data)

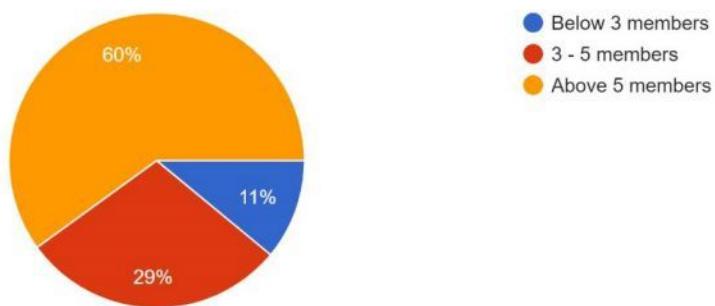
The above the table 4.1.7 show the 11 percent of the respondents are Below 3 members,29 percent of the respondents are 3-5 members,60 percent of the respondents are Above 5 members.

Majority (60) percent are the respondents are Above 5 members in family

Chart 4.1.7

Number of caraing member in family ?

100 responses



4.1.8 Annual income

Table 4.1.8
Annual income

Annual income	No of the respondent	percent
Less than 100000	02	02
100000 to 300000	08	08
300000 to 500000	41	41
Above 500000	49	49
Total	100	100

(source type : primary data)

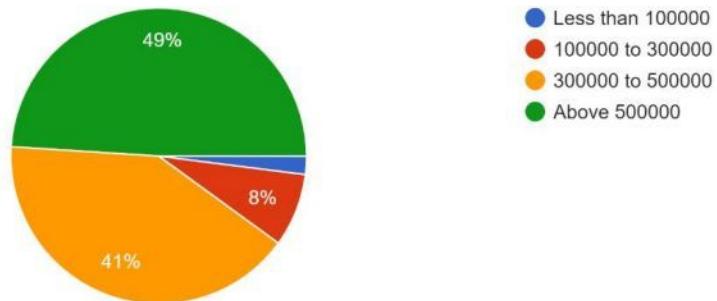
The above table 4.1.8 show that, 2 percent of the respondents are less than 100000, 8 percent of the respondents are 100000 to 300000, 41 percent of the respondents are 300000 to 500000, 49 percent of the respondents are above 500000.

Majority (49) percent of the respondents are annual income are above 500000.

Chart 4.1.8

Annual income

100 responses



4.1.9 What dairy products to you frequently purchase

Table 4.1.9

What dairy products to you frequently purchase

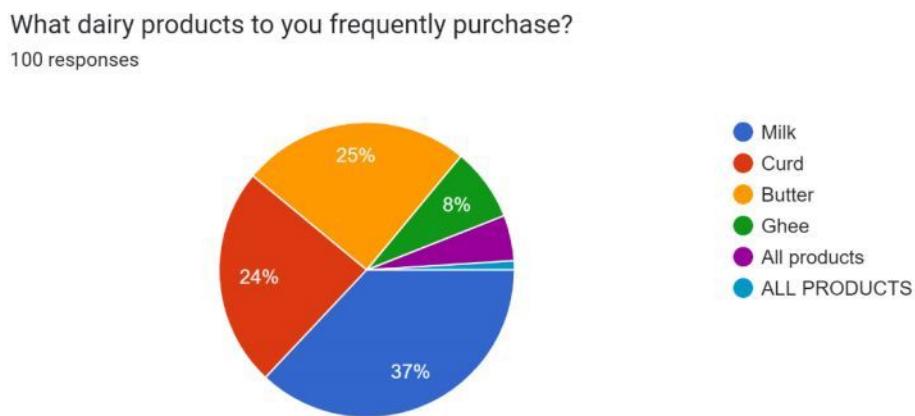
What dairy products to you frequently purchase	No of the respondents	percent
Milk	37	37
Curd	24	24
Butter	25	25
Ghee	08	08
All products	06	06
Total	100	100

(source type : primary data)

The above table 4.1.9 show that, 37 percent of the respondents are milk products, 24 percent of the respondents are curd product, 25 percent of the respondents are butter products, 8 percent of the respondents are ghee products, and 6 percent of the respondents are all products.

Majority (37) percent of the respondents are milk products.

Chart 4.1.9



4.1.10 How often do you purchase dairy products in the typical months

Table 4.1.10
How often do you purchase dairy products in the typical months

How often do you purchase dairy products in the typical months	No of the respondends	percent
Daily	18	18
2-4 times a week	28	28
Once a week	31	31
Reraly	18	18
Never	05	05
Total	100	100

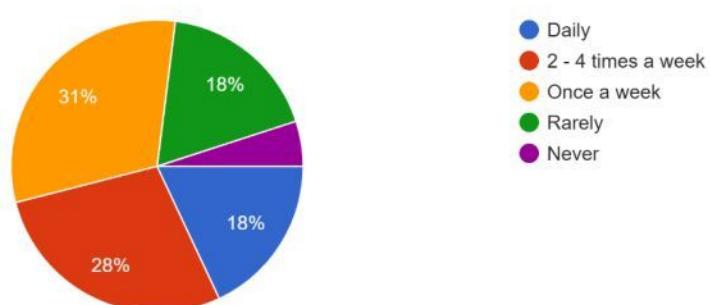
(source type : primary data)

The above table 4.1.10 show that, 18 percent of the respondents are daily purchase, 28 percent of the respondents are 2-4 times a week in purchase, 31 percent of the respondents are once a week in purchase, 18 percent of the respondents are reraly in purchase, 5 percent of the respondents are never in purchase.

Majority (31) percent of the responds are once a week purchase dairy products.

Chart 4.1.10

How often do you purchase dairy products in the typical months?
100 responses



4.1.11 Which factor is the most crucial in influencing your choice of dairy products

Table 4.1.11

Which factor is the most crucial in influencing your choice of dairy products

Which factor is the most crucial in influencing your choice of dairy products	No of the respondents	Percent
Price	19	19
Brands	35	35
Health benefits	40	40
Taste	06	06
Total	100	100

(source type : primary data)

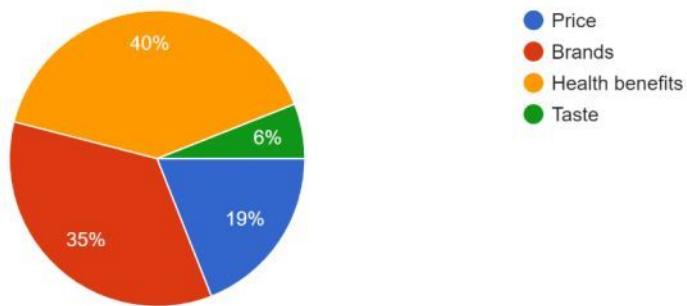
The above table 4.1.11 show that, 19 percent of the respondents are price, 35 percent of the respondents are brands, 40 percent of the respondents are health benefits, 6 percent of the respondents are taste of the dairy products.

Majority (40) percent of the respondents are Health benefits of the dairy products.

Chart 4.1.11

Which factor is the most crucial in influencing your choice of dairy products?

100 responses



4.1.12 Where do you usually purchase dairy products

Table 4.1.12
Where do you usually purchase dairy products

Where do you usually purchase dairy products	No of the respondents	Percent
Grocery store	17	17
Farmers markets	41	41
Specialty store	28	28
Online	14	14
Total	100	100

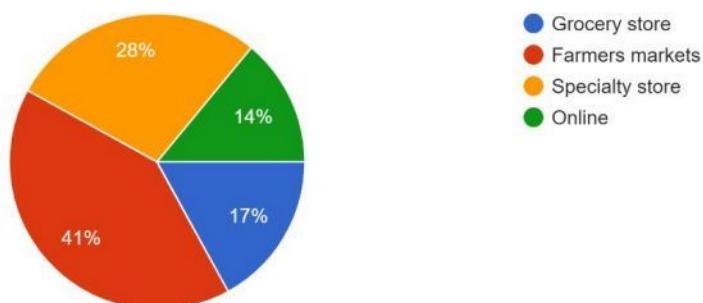
(source type : primary data)

The above table 4.1.12 show that, 17 percent of the respondents are grocery store, 41 percent of the respondents are farmer markets, 28 percent of the respondents are specialty store, 14 percent of the respondents are online purchase dairy products.

Majority (41) percent of the respondents are purchase dairy products in farmer markets.

Chart 4.1.12

Where do you usually purchase dairy products?
100 responses



4.1.13 What size of packaging do you prefer when buying dairy products

Table 4.1.13

What size of packaging do you prefer when buying dairy products

What size of packaging do you prefer when buying dairy products	No of the respondents	Percent
Small	15	15
Medium	29	29
Large	35	35
Doesn't matter	21	21
Total	100	100

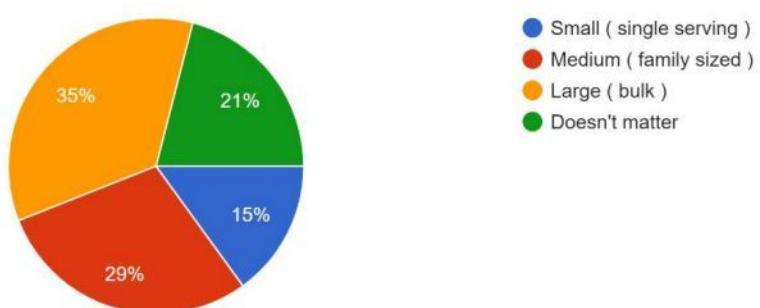
(source type : primary data)

The above table 4.1.13 show that, 15 percent of the respondents are small , 29 percent of the respondents are medium, 35 percent of the respondents are large, 21 percent of the respondents are doesn't matter in buying dairy products.

Majority (35) percent of the respondents are large size of buying dairy products.

Chart 4.1.13

What size of packaging do you prefer when buying dairy products?
100 responses



4.1.14 How important is price in your decision to purchase dairy products

Table 4.1.14
How important is price in your decision to purchase dairy products

How important is price in your decision to purchase dairy products	No of the respondents	percent
Extremely important	13	13
Very important	27	27
Moderately important	31	31
Slightly important	18	18
Not important to all	11	11
Total	100	100

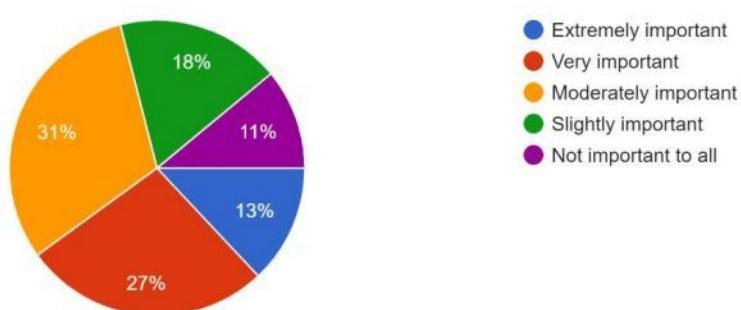
(source type : primary data)

The above table 4.1.14 show that, 13 percent of the respondents are extremely important, 27 percent of the respondents are very important, 31 percent of the respondents are moderately important, 18 percent of the respondents are slightly important, 11 percent of the respondents are not important to all in purchase dairy products.

Majority (31) percent of the respondents are moderately important in decision to purchase dairy products.

Chart 4.1.14

How important is price in your decision to purchase dairy products?
100 responses



4.1.15 Which brand of dairy products do you always buy

Table 4.1.15

Which brand of dairy products do you always buy

Which brand of dairy products do you always buy	No of the respondents	Percent
Aavin	15	15
Amul	13	13
Sakthi	63	63
Aroma	05	05
Covai dairy	04	04
Total	100	100

(source type : primary data)

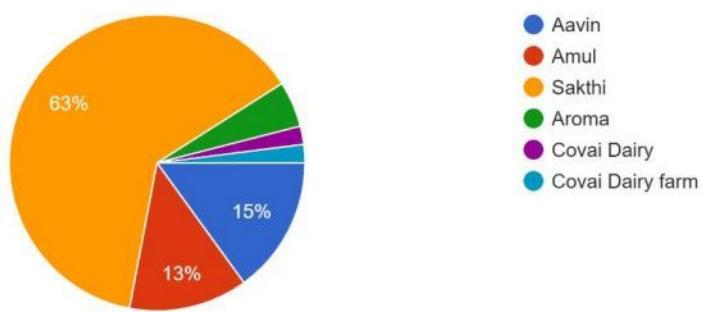
The above table 4.1.15 show that, 15 percent of the respondents are aavin, 13 percent of the respondents are amul, 63 percent of the respondents are Sakthi, 5 percent of the respondents are aroma, 4 percent of the respondents are covai dairy local product.

Majority (63) percent of the respondents are Sakthi dairy product are buying in Coimbatore districts.

Chart 4.1.15

Which brand of dairy products do you always buy?

100 responses



4.1.16 How do you get awareness dairy products brands

Table 4.1.16
How do you get awareness dairy products brands

How do you get awareness dairy products brands	No of the respondents	Percent
Television	12	12
Newspaper	46	46
Friends and relatives	41	41
Other	01	01
Total	100	100

(source type : primary data)

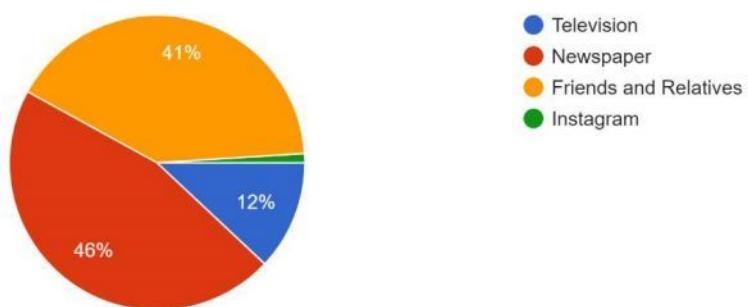
The above table 4.1.16 show that, 12 percent of the respondents are television, 46 percent of the respondents are newspaper, 41 percent of the respondents are friends and relatives, 1 percent of the respondents are other respondents (for social media Instagram).

Majority (46) percent of the respondents are awareness of dairy products brands in newspaper.

Chart 4.1.16

How do you get awareness dairy products brands?

100 responses



4.1.17 Rate your level of satisfaction amoung our dairy products barnds

Table 4.1.17
Rate your level of satisfaction amoung our dairy products barnds

Brands		satisfied	Very satisfied	Neutral	Dissatisfied	Very dissatisfied	Total
Aavin	No	46	09	20	12	13	100
	%	46	09	20	12	13	
Amul	No	07	34	32	15	11	100
	%	07	34	32	15	11	
Sakthi	No	10	26	35	15	13	100
	%	10	26	35	15	13	
Aroma	No	08	18	31	22	19	100
	%	08	18	31	22	19	

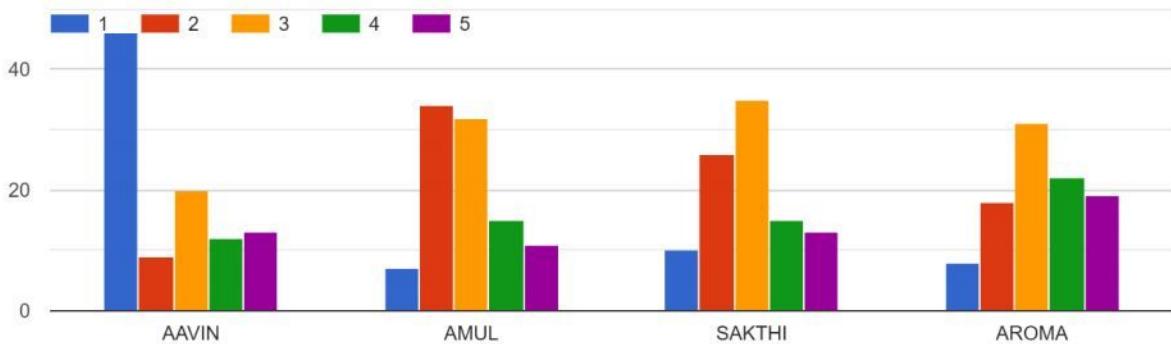
(source type : primary data)

The above table 4.1.17 show that level of satisfaction amoung our dairy products barnds.

- 46 percent of the respondents are satisfied in aavin company.
- 9 percent of the respondents are very satisfied in aavin company.
- 20 percent of the respondents are neutral in aavin company.
- 12 percent of the respondents are dissatisfied in aavin company.

- 13 percent of the respondents are very dissatisfied in aavin company.
- 7 percent of the respondents are satisfied in amul company.
- 34 percent of the respondents are very satisfied in amul company.
- 32 percent of the respondents are neutral in amul company.
- 15 percent of the respondents are dissatisfied in amul company.
- 11 percent of the respondents are very dissatisfied in amul company.
- 10 percent of the respondents are satisfied in Sakthi company.
- 26 percent of the respondents are very satisfied in Sakthi company.
- 35 percent of the respondents are neutral in Sakthi company.
- 15 percent of the respondents are dissatisfied in Sakthi company.
- 11 percent of the respondents are very dissatisfied in Sakthi company.
- 8 percent of the respondents are satisfied in aroma company.
- 18 percent of the respondents are very satisfied in aroma company.
- 31 percent of the respondents are neutral in aroma company.
- 22 percent of the respondents are dissatisfied in aroma company.
- 19 percent of the respondents are very dissatisfied in aroma company.

Rate your level of satisfaction amoung our dairy products barnds ?



4.1.18 How often of you purchase dairy products from the following brands

Table 4.1.18

How often of you purchase dairy products from the following brands

Brands		Daily	Weekly	Monthly	Rarely	Never	Total
Aavin	No	28	34	20	12	05	100
	%	28	34	20	12	05	
Amul	No	05	40	41	09	04	100
	%	05	40	41	09	04	
Sakthi	No	13	27	36	16	07	100
	%	13	27	36	16	07	
Aroma	No	07	24	38	11	19	100
	%	07	24	38	11	19	

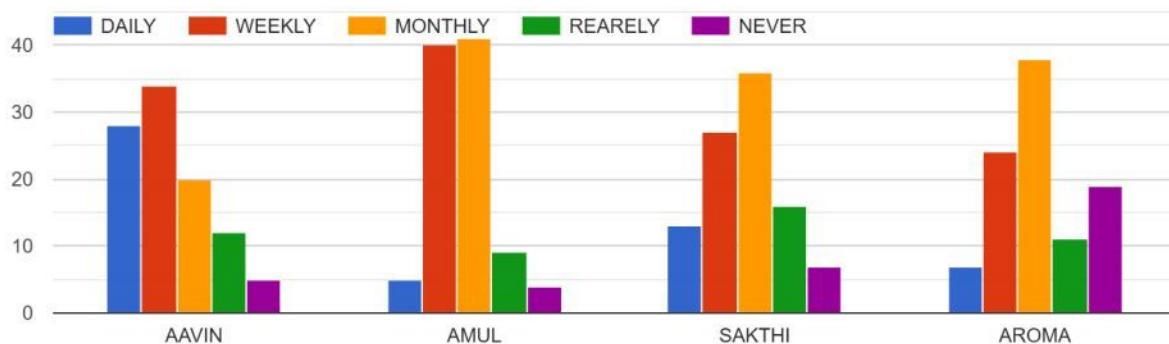
(source type : primary data)

The above tha table 4.1.18 show that, often of you purchase dairy products from the following brands.

- 28 percent of the respondents are daily purchase in aavin brands.
- 34 percent of the respondents are weekly purchase in aavin brands.
- 20 percent of the respondents are monthly purchase in aavin brands.
- 12 percent of the respondents are rarely purchase in aavin brands.

- 5 percent of the respondents are never purchase in aavin brands.
- 5 percent of the respondents are daily purchase in amul brands.
- 40 percent of the respondents are weekly purchase in amul brands.
- 41 percent of the respondents are monthly purchase in amul brands.
- 9 percent of the respondents are rarely purchase in amul brands.
- 4 percent of the respondents are never purchase in amul brands.
- 13 percent of the respondents are daily purchase in Sakthi brands.
- 27 percent of the respondents are weekly purchase in Sakthi brands.
- 36 percent of the respondents are monthly purchase in Sakthi brands.
- 16 percent of the respondents are rarely purchase in Sakthi brands.
- 7 percent of the respondents are never purchase in Sakthi brands.
- 7 percent of the respondents are daily purchase in aroma brands.
- 24 percent of the respondents are weekly purchase in aroma brands.
- 38 percent of the respondents are monthly purchase in aroma brands.
- 11 percent of the respondents are rarely purchase in aroma brands.
- 19 percent of the respondents are never purchase in aroma brands.

How often do you purchase dairy products from the following brands ?



4.1.19 Rate the problem faced in buying dairy products

Table 4.1.19
Rate the problem faced in buying dairy products

Brands		Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
Price	No	35	24	21	14	05	100
	%	35	24	21	14	05	
Quantity	No	07	40	36	11	05	100
	%	07	40	36	11	05	
Quality	No	10	29	39	16	05	100
	%	10	29	39	16	05	
Availability	No	11	30	31	21	06	100
	%	11	30	31	21	06	
Brands reputation	No	07	26	32	15	19	100
	%	07	26	32	15	19	

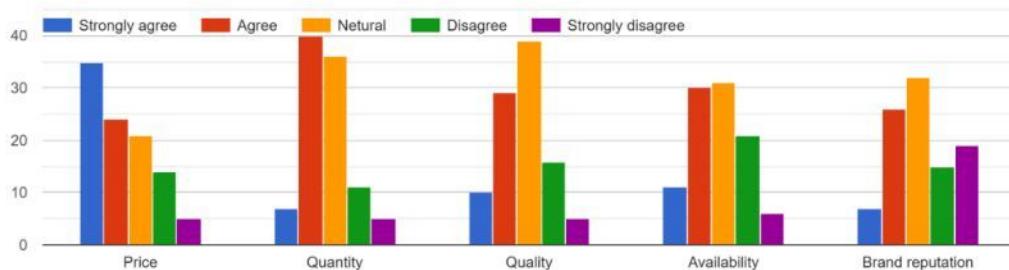
(source type : primary data)

The above table 4.1.19 show that, Rate the problem faced in buying dairy products

- 35 percent of the respondents are strongly agree in price of the brands.
- 24 percent of the respondents are agree in price of the brands.
- 21 percent of the respondents are neutral in price of the brands.
- 14 percent of the respondents are disagree in price of the brands.
- 5 percent of the respondents are strongly disagree in price of the brands.
- 7 percent of the respondents are strongly agree in quantity of the brands.
- 40 percent of the respondents are agree in quantity of the brands.
- 36 percent of the respondents are neutral in quantity of the brands.

- 11 percent of the respondents are disagree in quantity of the brands.
- 5 percent of the respondents are strongly disagree in quantity of the brands.
- 10 percent of the respondents are strongly agree in quality of the brands.
- 29 percent of the respondents are agree in quality of the brands.
- 39 percent of the respondents are neutral in quality of the brands.
- 16 percent of the respondents are disagree in quality of the brands.
- 5 percent of the respondents are strongly disagree in quality of the brands.
- 11 percent of the respondents are strongly agree in availability of the brands.
- 30 percent of the respondents are agree in availability of the brands.
- 31 percent of the respondents are neutral in availability of the brands.
- 21 percent of the respondents are disagree in availability of the brands.
- 6 percent of the respondents are strongly disagree in availability of the brands.
- 7 percent of the respondents are strongly agree in brands reputation.
- 26 percent of the respondents are agree in brands reputation.
- 32 percent of the respondents are neutral in brands reputation.
- 15 percent of the respondents are disagree in brands reputation.
- 19 percent of the respondents are strongly disagree in brands reputation.

Rate the problems faced in buying dairy products?



4.2 Chi square

The chi square test is an important test among the several tests of significance developed by satisfaction. Chi square symbolically written χ^2 is a statistical measure used in the contexts of sampling analysis for comparing a variance to a theoretical variance. It can also be used to make comparison between theoretical population and actual data when categories are used.

$$\chi^2 = \frac{(O - E)^2}{E}$$

Where, O = Observed Frequencies, E = Expected Frequencies

4.2.1 showing th comparision pf personal factor and rate of the problem faced in dairy products.

Personal factors	Chie square	significant	S/SN
Age	32.452	.005	S
Gender	5.190	.393	NS
Marital status	8.125	.149	NS
Area of the respondents	11.016	.356	NS
Education qualification	18.879	.42	NS
Family types	.795	.977	NS
Number of caraiing member in family	14.643	.146	NS

NOTE: S- significant @5%level (p-value <0.05), NS- no significant @5% level (p-value>0.05)

4.2.2 showing th comparision pf personal factor and price in your decision to purchase dairy products

Personal factor	Chi square	significant	S /Ns
Age	11.477	.488	Ns

Gender	1.977	.740	Ns
Area of the respondents	11.567	.172	Ns
Marital status	3.394	.494	Ns
Education qualification	2.693	.952	Ns
Famiy type	3.434	.488	Ns
Number of caraing family	6.073	.639	Ns

NOTE: S- significant @5%level (p-value <0.05), NS- no significant @5% level (p-value>0.05)

4.3 ONE WAY ANOVA TEST

The One way analysis of variance (ANOVA) is a statistical method for testing for differences in the means of three or more groups. One way ANOVA can only be used when investigating a single factor and a single dependent variable. When comparing the means of three or more groups, it can tell us if at least one pair of means is significantly different, but it can't tell us which pair. Also, it requires that the dependent variable be normally distributed in each of the groups and that variability within groups is similar across groups.

NUL HYPOTHESIS (H0): There is no significant different between age and decision to purchase dairy product.

ALTERNATIVE HYPOTHESIS(H1): There is a significant different between satification question.

ANOVA

		Sum of squares	df	Mean square	f	Sig.
Satisfaction_Grocery store	Between group	11.120	4	2.780	2.710	.035
	Within group	94.386	92	1.026		
	Total	105.505	96			
Satisfaction_Farmers markets	Between group	4.755	4	1.189	1.233	.302
	Within group	90.659	94	.964		
	Total	95.414	98			
Satisfaction_Specialty store	Between group	4.071	4	1.018	.914	.456
	Within group	104.647	94	1.113		
	Total	108.727	98			
Satisfaction_online	Between gropu	7.166	4	1.792	1.417	.234
	Within gropu	118.834	94	1.264		
	Total	126.000	98			

Chapter V
Findings, Suggestions & Conclusion

CHAPTER 5

FINDING, SUGGESTION, CONCLUSION

5.1 FINDINGS OF THE STUDY

To findings of the study on customer satisfaction of dairy products done through percentage analysis, chi- square, ANOVA are as follows:

5.1.1 PERCENTAGE ANALYSIS:

- 51 percent of the respondents are female.
- 66 percent of the respondents are 25-35 years of age.
- 76 percent of the respondents are married.
- 73 percent of the respondent are living in urban.
- 73 percent of the respondent have completed under graduate.
- 60 percent of the respondents are joint family.
- 60 percent of the respondents are Above 5 members.
- 49 percent of the respondents are above 500000 in annual income.
- 25 percent of the respondents are butter products.
- 31 percent of the respondents are once a week in purchase.
- 40 percent of the respondents are health benefits.
- 41 percent of the respondents are farmer markets.
- 35 percent of the respondents are large packaging buying dairy products.
- 31 percent of the respondents are moderately important.
- 63 percent of the respondents are always buying in Sakthi dairy products.
- 46 percent of the respondents are newspaper.

5.2 SUGGESTION

- The dairy industry could be to prioritize animal welfare standards across the supply chain. By ensuring that dairy cows are treated humanely, provided with comfortable living conditions, and given proper healthcare, companies can enhance their reputation, meet consumer expectations, and contribute to the overall well-being of the animals.

This approach can also lead to higher-quality products and improved sustainability in the long run.

- The dairy products industry could be to invest in research and development for plant-based alternatives. With the increasing demand for plant-based options due to health, environmental, and ethical concerns, diversifying product lines to include dairy-free alternatives could help capture a larger market share and cater to changing consumer preferences.
- A suggestion for the dairy industry could be to focus on sustainability initiatives, such as implementing more eco-friendly farming practices, reducing carbon emissions, and minimizing water usage. Additionally, exploring renewable energy sources for dairy operations and investing in packaging innovations to reduce waste can contribute to a more environmentally responsible and resilient dairy sector.

5.3 CONCULISION

The dairy products industry plays a significant role in the global food market, providing a wide range of products such as milk, cheese, yogurt, and butter. It supports livelihoods for millions of people worldwide, from farmers to processors and distributors. However, challenges such as fluctuating milk prices, environmental concerns related to dairy farming, and shifts in consumer preferences toward plant-based alternatives pose ongoing challenges. Despite these challenges, technological advancements, increased demand for specialty dairy products, and efforts toward sustainability and animal welfare are shaping the industry's future. Overall, the dairy products industry remains a vital part of the food supply chain, continuously evolving to meet changing consumer needs and market dynamics.

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ANNEXURE

1. Name of the respondent
2. Gender
 - a) Male
 - b) Female
3. Age
 - a) Below 18
 - b) 18 – 25
 - c) 25 – 35
 - d) Above 35
4. Area of the respondent
 - a) Rural
 - b) Urban
 - c) Semi- urban
5. Marital status
 - a) Married
 - b) Unmarried
6. Education qualification
 - a) School level
 - b) Under graduate
 - c) Post graduate
7. Family types
 - a) Joint family
 - b) Nucleus family
8. Number of caring member in family ?
 - a) Below 3 members
 - b) 3 - 5 members
 - c) Above 5 members
9. Annual income
 - a) Less than 100000
 - b) 100000 to 300000
 - c) 300000 to 500000

d) Above 500000

10. What dairy products do you frequently purchase?

- a) Milk
- b) Curd
- c) Butter
- d) Ghee
- e) Other

11. How often do you purchase dairy products in the typical months?

- a) Daily
- b) 2-4 times a week
- c) Once a week
- d) Reraly
- e) Never

12. Which factor is the most crucial in influencing your choice of dairy products?

- a) Price
- b) Brands
- c) Health benefits
- d) Taste

13. Where do you usually purchase dairy products?

- a) Grocery store
- b) Farmer market
- c) Specialty store
- d) Online

14. What size of packaging do you prefer when buying dairy products?

- a) Small (single serving)
- b) Medium (family sized)
- c) Large (bulk)
- d) Doesn't matter

15. How important is price in your decision to purchase dairy products?

- a) Extremely important
- b) Very important
- c) Moderately important
- d) Slightly important
- e) Not important to all

16. Which brand of dairy products do you always buy?

- a) Aavin
- b) Amul
- c) Sakthi
- d) Aroma

17. How do you get awareness dairy products brands?

- a) Television
- b) Newspaper
- c) Friends and Relatives

18. Rate your level of satisfaction among our dairy products brands ?

1 - Satisfied

2 - Very satisfied

3 - Neutral

4 - Dissatisfied

5 - Very dissatisfied

	1	2	3	4	5
Aavin					
Amul					
Sakthi					
Aroma					

19. How often do you purchase dairy from the following brands?

	Daily	Weekly	Monthly	Rarely	Never
Aavin					
Amul					
Sakthi					
Aroma					

20. Rate the problems faced in buying dairy products?

	Strongly agree	Agree	Netural	Disagree	Strongly disagree
Price					
Quality					
Quantity					
Availability					
Brand reputation					