6. Findings, Suggestions and Conclusion

6.1 Findings

Growth of Dairy in Coimbatore District

- Production of milk in Coimbatore District records an increase from 248.14 LLPD in 2010-11 to 435.81 LLPD in 2011-12, which shows the potential of the district in increase in the production of milk.
- Top milk companies in Coimbatore district like Aavin, Arokya, Sakthi and Aroma has witnessed a considerable growth in their procurement of milk from the year 2006-07 to 2011-12 as of 8.48%, 19.62%, 51.74% and 31.10% respectively.
- Considering the period 2006-07 to 2011-12, the sales of Aavin has risen by 15.78% and Aroma by 39.92%. Apart from this the companies like Arokya and Sakthi in a whole recorded an amplified sale of 171% and 157% respectively in the same period.
- In Coimbatore district for the period 2006-07 to 2011-12, no companies have experienced loss and also the margin of profit is increasing year by year for each company.

Socio economic profile of the respondent

- Maximum of 48.8% of the respondent were in the age group of 41 to 50 years and 17.7% of the respondent comes under the age group of 21 to 30.
- 75.5% of the respondent under the study are female and 24.5% of the respondent are male.
- 59% of the respondent belongs to urban area, 25.5% of the respondent belongs to semi urban area and 15.5% of the respondent belongs to rural area.
- 79.6% of the respondent comes in nuclear family and 20.4% of the respondents were in the joint family system. Irrespective of the area most of the respondent belongs to Nuclear family.
➢ 69.6% of the respondents’ family in the study area consists only the adults that is, their age are greater than 18. 28.7% of the respondents’ family consists of 1 or 2 children.

➢ Maximum of 50.2% respondent family monthly income in the study area is between ₹10001 and ₹21000.

**Consumption Pattern of Milk and Milk Products**

➢ Irrespective of resident of the consumer, their average spending for monthly milk consumption lies between ₹501 and ₹1000.

➢ Maximum per day milk consumption for rural is 500ml and for semi urban and urban is 1 litre.

➢ Package preference of rural consumer is 250ml and the packs preferred by semi urban and urban are 500ml.

➢ Preferred packet size of milk for nuclear and joint family is 500ml.

➢ There is an association for consumers’ age, gender and resident with their preference on fat content in milk.

➢ In absence of the regular brand of milk, irrespective of age group of consumers, their preference will be based on same quality as that of their regular brand.

➢ Maximum of 34.7% of male says that their alternative brand in the absence of their regular will be based on same taste and for female the choice is be based on similar quality (51.4%).

➢ Homemakers prefer the alternative brand of milk in the absence of regular one based on same quality (58.1%).

➢ In rural area (38.5%) and semi urban area (28%) most of the consumers buys curd daily. In urban area (53.5%) most of the consumers buys curd twice in a week.

➢ The consumers of nuclear family mostly buy curd twice in a week and the consumers of joint family mostly prefer to buy curd daily.

➢ In urban and semi urban area the consumption of butter is more compared to that of rural.
Irrespective of the area of residence, consumers of ghee mostly prefer to do their purchase once in a month.

**Buying Behaviour and Attitude of Consumers for milk and milk brands**

- In rural area and urban area and in nuclear family, mostly parents decide what brand of milk or milk products they need to purchase. In case of semi urban area and in the joint family mostly the brand decided by the house mistress/wife.
- Irrespective of the location of residing it was the parents in the family mostly do the purchase of milk for their family.
- In rural and in semi urban area, the respondent prefer to purchase milk from milk booths. In urban area the respondent mostly prefer nearby grocery stores.
- Both in nuclear family and in joint family under the study, most of the consumers prefer to buy milk twice in a day.
- Male and female consumers do not differ much in their buying decision of milk and milk product brands.
- Consumers from joint family pay more attention towards their buying decision on milk and milk product brands than the consumers of nuclear family.
- Male and female consumers do not have a significant difference in their opinion on product outlook, brand quality and brand preference of milk in determining its characteristics.
- Age group of consumers between 31 and 40 have a significant difference in their opinion on product outlook in determining the characteristics of milk compared to other age group of consumers.
- The age of consumers above 40 is more health concerned than the age group of consumers between 31 to 40 years.
- Consumers of milk in urban are more health concerned than the consumers in rural and semi urban.
- Age group of consumers within 41 to 50 gives more importance to product preference of milk than the age group of consumers within 31 to 40 and above 50.
Differences in area of the consumers of milk do not have a significant difference in their opinion on giving importance to product preference.

Consumers above the age 50 and the consumers from rural and semi urban are more concerned towards the quality of milk.

Consumers of urban are more specific in brand preference than the consumers of semi urban.

Age group of consumers with in 21 to 30 and 41 to 50 are more price concerned than the respondent with age above 50.

Rural and semi urban consumers are more price concerned than the consumers of urban.

Consumers with the age group of above 50 are less satisfied in product service provided by the dealers compared to the other age group of consumers of milk.

Irrespective of the area, consumers mostly prefer nearby grocery stores for their curd purchase.

The consumers of rural and urban mostly prefers supermarket and the consumers of semi urban mostly prefers grocery stores for their purchase of butter and ghee.

Consumers’ preference on selecting curd is based on its quality, health concern and the taste of the product.

Consumers’ preference on selecting butter is based on health factors, price of the butter, taste and quality of the product.

Consumers’ preference on selecting ghee is based on quality and health factors of the product.

Consumers with the age group of above 50 feel product outlook is more important in determining the characteristics of curd and the consumers who spend ₹101 to ₹200 for their monthly curd purchase feel product outlook is less important in determining the characteristics of curd.

Consumers from urban area and the consumers in the age group of 21 to 30 are more health concerned in selecting curd, compared to their respective locations and age group of consumers.
Consumers with the age group of above 40, the consumers from semi urban and urban are more concerned towards the health factor before selecting a brand of curd.

Ages of consumers do not have significant difference in their opinion on giving importance to product outlook of butter.

Consumers of urban area are more concerned towards the product outlook than the consumers of other areas in determining the characteristics of butter.

Age, type of family and number of children in the family of the consumers do not have a significant difference in their opinion on importance of Health Concern in butter.

Consumers of urban are more concerned towards health factor of butter than the rural consumers.

Age group of consumers above 40, consumers in urban area are more concerned on product preference in determining the characteristics of butter.

Consumer of different area does not have a significant difference in their opinion on giving importance to product outlook of the ghee.

Gender, residence and number of children in family of consumers do not have a difference in their opinion on importance of Health Concern for ghee.

Consumers with the age of above 40, consumers of urban area have more product preference in determining the characteristic of ghee.

**Brand Loyalty towards Milk and Milk products**

- Maximum of 39.4% respondent of Aavin, 21.2% of Arokya respondent and 4.1% of Sakthi respondent are stayed with the respective brands for more than 15 years.
- Maximum of respondent of rural, semi urban and urban says that they never change the brand of the milk they consumes.
- Most of the consumers of urban and semi urban are forced to change their brand because of the unavailability of the brand they prefers. Consumers of rural change their brand mostly because of the varied price structure.
Maximum of 27.5% of rural consumers are consumers of Arokya. In semi urban and urban, most of the consumers are consumers of Aavin.

Customer Satisfaction on Milk and Milk Products

- Brand Attention, Product Interest, Product Familiarity, Quality Conscious, Product Outlook and Product Preference positively influence the customers’ satisfaction level of curd brands.
- Brand Attention, Product Familiarity, Quality Conscious, Product Outlook and Product Preference positively influence the customers’ satisfaction level of butter brands.
- Quality Conscious, Product Outlook, Product Preference and Customer Service positively influence the customers’ satisfaction level of ghee brands.

Effectiveness of media

- Consumers predict that television and word of mouth are the two most important medium that takes the milk and milk products advertisement to the customers of Coimbatore district.

Consumer Behaviour on Marketing Mix of Milk and Milk Products

- Variations in price of milk and milk products have a common impact on male and female consumers.
- Male and female consumers prefer same store for repeated purchase of milk and milk products based on timely delivery followed by the dealers.
- Female consumers’ feels that their brand of milk and milk product is not effective in promotion compared to the opinion of male.
➢ Gender and residence of the consumers do not have a significant difference within them in their opinion on brand attention influencing towards milk and milk brand selection.

➢ Age group of consumers between 31 and 40 have less influence towards brand attention in selecting milk and milk products.

➢ Gender and type of family of the consumers have no significant difference in their opinion on product familiarity in influencing the selection of milk and milk products.

➢ Product familiarity is more influencing factor for consumers of rural and urban, the consumers within the age of 41 to 50 in selecting milk and milk products.

➢ Male and female do not have a significant difference in their opinion on quality conscious in selecting a milk or milk product brand.

➢ Quality conscious is influencing factor for the age group of consumers between 21 and 30, consumers of rural and urban and the families with 1 or 2 children.

➢ Consumers in rural and semi urban are more satisfied with the customer service provided by the dealers of milk and milk products compared to that of urban.

➢ Male and female do not have a significant difference in their opinion that dealers influencing in their buying decision.

➢ Consumers from rural say that the dealers influence their buying decision.

6.2 Suggestion

➢ Parents and wife/mistress is the common person in deciding the brand of milk and milk products. So framing the strategies attracting the elderly members of the family will helps the organisation to increase its sales.

➢ To avoid the unavailability of products in the market, proper market survey can be conducted to identify the exact requirement of the brand of milk or milk product needed in particular area.

➢ Advertisement for milk and milk products in urban area can be made with health qualities in limelight as urban consumers are more health concerned and the
advertisement in rural and semi urban can be more cantered to quality of the product.

- More importance should be given to the consumers above the age of 50 and those consumers who are in urban area, as they are mostly dissatisfied with the service of dealers. Attaining and retaining consumers is more important for both company and dealers.

- Highlighting on quality, health benefits and taste of the product in the advertisement of curd and maintaining such standard can make brand of curd customer preferred.

- Companies can use television and word of mouth technique more to reach the consumers more quickly and effectively.

- Promotional technique concentrating more on female can help the organisation in increasing the sales of milk and milk products as female consumers feel that the promotional technique followed by the companies in the study area in not effective.

6.3. Scope for future research

- Current study is conducted only with milk and core milk products. In future, the study can be conducted including all the other bi products of milk.

- Only the consumers of household are considered in this study. So the study can further extended by including bakers and the dealers of milk and milk products.

- With diversity in culture and behaviour exists within the country, it is difficult to draw a uniform pattern for the country as a whole. This gives an opening in conducting similar study of determining consumer behaviour and attitude in other areas of the country as well.

- There is every chance of post survey conditions to influence the findings. Hence survey similar to the present one can be conducted to find the consumer attitude and buying behaviour of milk and milk products with respect to the change in market situation.
6.4 Conclusion

In this study the researcher has studied the buying behaviour and attitude of consumers of milk and milk products. In the problem identification section it is noted that understanding the consumers and their buying behaviour is a usual study, but understanding the consumers of dairy industry is a rarely tapped area in Coimbatore district. Usual studies on dairy industry were based on the cooperative milk societies, their product Aavin, study on dairy farm, study on producers of milk and so on. The researcher conducted the study to understand the consumers of dairy industry in Coimbatore district. The study has been carried out with 588 respondents of milk and milk products spread almost through all the areas of Coimbatore district. The analyses of these data have been done with appropriate statistical tools and certain findings on the buying behaviour and the attitude of consumers towards milk and milk products were derived. The findings discussed in this research give a clear idea on the behaviour and attitude of the consumers based on the demographic factors. The study makes it clear that the consumers of Coimbatore district mostly stick towards a single brand and their satisfaction level on brands can be further improved by understanding their attitude and buying behaviour. The researcher concludes that, understanding consumers’ attitude and behaviour is essential to sustain and excel in this competitive and growing dairy market.