2. Review of Literature

2.1 Introduction
A literature review is an account of what has been published on a topic by qualified scholars and researchers. It is a text written by somebody to consider the vital points of current knowledge including supportive findings, as well as theoretical and methodological hand-outs to a particular topic. In this chapter the researcher has reviewed number of articles related to the consumer attitude and their behaviour towards different products as well as milk and milk products. The reviews under this chapter not only concentrated one demographic area, but covered to determine the previous views of researchers on attitude and behaviour of customers towards any products.

2.2 Reviews
Donskilashi (2012)\(^1\), in her study titled, “The Influence of Sale Promotion on Customers Patronage” states that the major tasks of marketers are to produce the right goods, charge the correct price, gives the product exposure through distribution networks, and to induce the consumers to purchase the product. But all these marketing skills will become a waste of effort if consumer fails to become aware of the existence of a product or service. The author concludes that, the sales promotion is a method in which the marketer can make the products reach the customers and can present customers a clear idea about the product.

Parul Mittal and Sandeep Aggarwal in their study, “Consumer perception toward branded garments: A study of Jaipur” (2012)\(^2\) states that analysing and understanding the consumer and his behaviour is the cornerstone of success in marketing. It includes all the physical, mental and emotional processes and concerned behaviour which is observable before, during and after each and every purchase of goods and services which intern makes the marketer to understand, observe, record and react to such behaviour in case we want to have a win-win strategy that matter for the marketer and the customer both. In this study the authors attempt to understand those emotional or rational appeals, which drive the purchase decision toward the branded garments and it is found out that brand enhances the personality of a person and further people associate brand with the quality

\(^1\) Donskilashi, 2012
\(^2\) Parul Mittal and Sandeep Aggarwal, 2012
of product, style and its design. In return, they expect the branded product to provide them recognition, satisfaction and value for the money invested. Survey depicts that there is a relationship between the consumer’s income and the satisfaction derived from a purchased product. People are price sensitive and the final selection or rejection of the good depends on the price / budget of the buyer.

Budi Suprapto and Tony Wijaya in their study titled, “Model of Consumer’s Buying Intention towards Organic Food: A Study among Mothers in Indonesian” (2012)³ has examined the model of the consumer’s purchase intention towards organic food in Indonesia. Their model presents the relationship among healthy consumption lifestyle, attitude toward organic food, and purchase intention of organic food. Their study uses survey data gathering from 250 mothers who have a child or children. The result indicates that healthy consumption lifestyle is a good predictor of attitude toward organic food, meanwhile attitude toward organic food directly influence to purchase intention toward organic food.

Ashraf Imam, M N Zadeh, and Laxmi Rani Dubey in their article titled, “Dairy Marketing Strategies in the Context of Globalization: Issues and Challenges” (2011)⁴ cites Globalization as a key force in driving Indian economy and India’s dairy industry products with the demands and preferences around the world by the consumers. The authors also say that with increased pressure on local and central government on environmental management, there is the need to recruit additional and more skilled people into the dairy industry. The long-term success of the dairy industry will depend on attracting and retaining talented people and growing these individuals using effective skills development programs especially for the marketing strategy department. In the study the authors also have identified that, as the global recession has made a negative impact on the affordability as well as demand for dairy products, changing consumer behaviour across several markets worldwide, but demand for dairy products began to recover in the latter part of the 2009 and the industry began to witness growth in early 2010. The market for dairy products is forecast to gain momentum over the ensuing years. Global dairy market, over the recent years, expanded mainly due to the
introduction of new dairy products, like omega-3 fatty acids-enriched milk, and A2 milk, probity dairy product and etc that beside health benefit played a vital role in the growth of the global dairy market. The global market for Dairy Products is forecast to reach US$494 billion by the year 2015. Recovery in consumption post global recession, continuing population growth, rising demand from developing countries, trade liberalization, and continued growth in advertising are expected to fuel market growth. Under this study it is also noted that only 10% of all the milk is delivered to some 400 dairy plants. The authors come to the conclusion that the dairy marketing Strategies in the context of Globalization should be as Focused Approach, Wider Spread, Create Original Marketing, Focus on Nutritional Value, Appeal to the Organic Market and Introduce New or Unknown Products. They also conclude that if India has to emerge as an exporting country, it is imperative that we should develop proper production, processing and marketing infrastructure, which is capable of meeting international quality requirements. A comprehensive strategy for producing quality and safe dairy products should be formulated with suitable legal backup.

In the article titled, “Customers’ Brand Preference on Pasteurized Packaged Milk” (2011)⁵ S. Arun Kumar and Sumathy have made a study to understand the brand preference of customers over the packaged milk. For this the methodology adopted was by mall intercept response collection, whereby shoppers were intercepted in the public areas of shopping outlets and distributed the structured questionnaire for their valuable response. Non-Probability and purposive Sampling techniques were employed with a sample size of 150 respondents. From this study, it is concluded that the dominant variables identified by using statistical analysis (Multiple Regression Analysis) from consumer responses are advertisement, reasonable price, taste, brand name and packaging which has got prominent implications on the marketers brand building exercise.

In an article titled, “Gaming of Strategy: Strategic Realignment of Chinese Dairy Industry”, Liqin Shan & Jinzhao An (2011)⁶ says Milk and powdered milk have become daily necessities and fast-moving consumer goods of many families. As nutritious foods Diary products’ quality safety is industry essence and base of consumer confidence.
resumption. They also say that, enterprises couldn’t stay competitive with unique product characters for the long term. Further diary industry concept competition is divided into high-end and low-end. The low-end concept is expressed in some product stunt, for example, reconstituted milk, pure and fresh milk, thick milk, calcium milk and so on. High-end concept is reflected in product positioning appeal point, for example, “nature pasture” always is the appeal point every brand battles for, because the milk source could serve as a foil to quality. Price is a common competition method. In the liquid milk market, many brands with lower price derived from size effect have a competitive advantage. On the Guangdong market, Yili group and many group drives down price of extraordinary high temperature milk, Guangmin group grabs market share of fresh milk with low price. They also suggest that the enterprises must find the unsatisfied demand and fill the market space. The dairy products have gradually become daily necessities rather than luxury. Take liquid milk as an example. According to a survey, the infant demand accounts for 19% of the whole consumption, and old man over 60 years accounts for 28%. People of all professionals are part of the liquid milk consumption group. Difference of milk demand is very notable, and the dairy enterprises could get differentiation advantage. As a temporary competition strategy, the product differentiation could help enterprises to enter an emerging market, and get an advantage. This could have an effect on the buying decision. But, the consumer wouldn’t buy the same brand without the combination of these elements. The consumer loyalty is related to the brand and product value. So the consumption transition would occur when the consumers realize some brand is material benefit. The dairy enterprises must choose the proper promotion pattern and pay attention to communication with consumers, because of consumer environment change and prudent buying. When setting promotion pattern, enterprises should give consideration to consumer mental remedy. They should pay attention to the consumers’ experience and realize it is more important to make consumer experience the healthy and fashionable lifestyle advocated by the product than the taste, function and service. Then, the enterprises could enter the consumers’ inner space, and affect the buying behaviour.
Li Guo, in his paper titled, “A Research on Influencing Factors of Consumer Purchasing Behaviours in Cyberspace” (2011), has analysed factors influencing consumers’ online purchasing behaviours. By means of questionnaire surveys and AHP (Analytic Hierarchy Process), the author performs an empirical analysis of the hierarchical model of influencing factors of online shopping which is built by domestic scholars, and gets the relative importance of these influencing factors. The results show that: security of online shopping, prices, and commercial credits are the primary factors influencing consumers’ purchasing behaviours, and genders education levels of consumers, and designs of the store are the secondary ones.

Anna Koutroulou and Lambros Tsourgiannis in their article titled, “Factors Affecting Consumers’ Purchasing Behaviour towards Local Foods in Greece: The Case of the Prefecture of Xanthi” (2011) has done field interviews in a randomly selected sample consisted of 100 consumers. Multivariate statistical analysis performed to identify consumers’ behaviour toward local products. In particular, principal components analysis (PCA) was conducted in order to identify the factors that affect people in preferring locally produced food. The factors that influence people in the Prefecture of Xanthi to buy local food products are: (a) the topicality of the products, (b) quality and health issues, (c) appearance, (d) freshness and taste issues (e) curiosity and prestige. Furthermore, cluster analysis was employed to classify consumers with similar buying behaviour, and identified 2 groups of consumers: (a) those are influenced by curiosity, prestige and freshness of the product and (b) those are interested in the topicality of the product. Discriminate analysis was performed to assess how the identified factors derived from PCA could predict cluster membership. Non parametric statistical bi-variant techniques were performed to profile the identified group of consumers regarding their personal characteristics and some other factors affecting their consuming behaviour. The study indicated that there was a significant association between the adoption of buying behaviour and the factors that influence them to choose local products. The authors also say that the two identified consumers’ groups which prefer to buy local products have similar attitudes and opinion about them. Moreover these two consumer groups have similar profiles regarding their personal characteristics with the consumers that prefer to
buy local products. The main difference between the consumers that prefer the local products and those that buy local products from curiosity and because of the attractiveness of the packing of the product is that the latter is private employees while the first groups is parted from retirees. The existence of the family may be a factor that influences the consumers in the prefecture of Xanthi who are interested in local products.

Sandeep Singh in his report titled, “Study of consumer behaviour and attitude towards the cellular services with reference to Aircel” (2011)\(^9\) says that the consumer decision making process is helpful to understand the consumer behaviour. It shows how the external and internal factors influence the consumer attitude formation and attitude change. He also says that the research on consumer behaviour can be done to understand the various behaviours like segmentation, target market selection, positioning, and product/service decision, pricing decision, distribution and promotion decision.

Shalabh Srivastava in his study titled, “Market Share of Amul Milk and Impact of New Milk Brand on the Sale of Amul Milk” (2011)\(^10\) has made an attempt to study the behaviour of the milk market in Kanpur and also to understand the buying behaviour of customers. For this, the researcher has framed a questionnaire and data were collected from 81 retailers and 309 customers across Kanpur city. The retailers were asked about their opinion on which brand is preferred more now and why they think customer demand is more for that particular brand. The customers were asked about their choice of brand and why they like that brand. They were also asked about their opinion on the promotion of any brand and whether promotional ads affect their buying behaviour or not. The customers were also asked about their opinion on the recent price rise of Amul milk and whether it has affected their buying behaviour. The result shows that, the customers choose a brand of milk mainly for quality, taste, availability and Brand value. Further the study also reveals that the majority of the customers admitted that they are influenced by the promotional ads of any brand and are willing to try a new brand if the brand belongs to a trusted group and also it is noted that almost all the customers who buy packet milk are not willing to pay extra to get home delivery of milk.
Akhilesh Pratap Singh, in his study, “Strategies to be adopted by Parag to counter Amul milk sales in Lucknow” (2010)\(^{11}\) studies the market potential of Parag milk and to know the consumer’s perception about Parag milk. In this exploratory type of research, questionnaire has been utilized to understand the dealers and the consumers. The researcher observed that many customers use milk which is available at their nearest shop irrespective of brand. It is also understood from the study that customers prefer more of home delivery of milk.

Chirag Y. Gandhi in his study titled, “A Consumer Research Study on Amul Milk (Marketed & Distributed by Baroda Dairy) V/s Non Branded Milk in Vadodara city” (2010)\(^{12}\), followed descriptive research design aiming at measuring consumers’ satisfaction and factors that had influenced the choice of milk. The researcher has selected a sample of 180 with the convenience sampling method. A questionnaire was framed to collect the details from the respondents. The primary data was collected and suitably edited and tabulated using the simple percentage method. The statistical tool like the chi-square test was adapted to test the association between certain preference and the dominant factors that influence consumer choice of particular milk in Vadodara city. The paper reveals that majority of the people in society preferred the branded milk of Amul for various reasons like best in Quality, economical price, availability, standard Quality on regular basis, ISO standard followed by Amul Dairy, Pasteurised Standardised Milk with notification of fat and SNF as of standard Nutritional food information with content of energy, Saturated Fat, cholesterol, Total Carbohydrate, Added Sugar, Protein, Calcium, Phosphorus, Sodium, Thiamine, Riboflavin, Niacin, Folic Acid, Vitamin A. The researcher says a major guiding factor over and above the price, Taste, Availability, Quality, Packaging etc. now a day the customers’ are highly educated to understand the difference between branded product & non branded product.

Dayang Nailul Munna Abang Abdullah and Francine Rozario (2010)\(^{13}\), in their article titled, “Influence of Service and Product Quality towards Customer Satisfaction: A Case Study at the Staff Cafeteria in the Hotel Industry” made an attempt to identify attributes that influence customer satisfaction and determine their relationships with customer
satisfaction. The variables the authors selected for the study is placed/ambiance, food quality and service quality as independent variables and customer satisfaction as the dependent variable. A survey questionnaire which consisted of the authors with three parts to measure demographic factors, independent variables, and dependent variables was constructed based on items determined by past research studies. 149 respondents from a well known hotel in Kuala Lumpur, Malaysia were selected as a sample. From the analysis conducted to test relationships, it is understood that all three attributes had a significant relationship to customer satisfaction. However, only service quality and place or ambience had a positive relationship. Finally the author concludes with the note of conducting future research on the same area to strengthen the result.

Iliriana Miftari in a study titled, “Kosovo consumer buying behaviour preferences and demand for milk and dairy products” (2009)\textsuperscript{14} has analysed consumer buying behaviour, preferences, attitudes, needs and wants toward dairy products. The study was carried out in five Kosovo regions (Prishtina, Prizren, Mitrovica, Peja, and Gjilan). The data used in this study were obtained through direct interviews with Kosovo consumers aged 18 years and older. Two associated statistical techniques, multiple linear function and binary logistic function have been used to explain the relationships between the quantity and expenditures on milk and other dairy products with demographic and socioeconomic household characteristics. The results show that milk, yoghurt, cream, curd, and cheese were the main dairy products consumed by majority of Kosovo consumers. Supermarkets and grocery stores were the most preferred marketplaces by the consumers when buying milk and other dairy products. The consumer’s preference towards market place was significantly dependent on demographic and socioeconomic household characteristics. Dairy products with shorter shelf life were bought more frequently by the consumers compared to those with longer shelf life. Apart from product life, other demographic and socioeconomic factors had significantly impacted on the frequencies of buying milk and other dairy products. The consumers’ demand for milk and other dairy products was quite stable throughout the year. The consumers’ attitudes toward product features such as nutritive content, taste, product safety, price, brand, wrapping, package size, and the origin of the product were significantly dependent on demographic and socioeconomic
factors. The researcher also says that the men had much more buying power compared to women. Men’s role in the decision process for milk and other dairy products was mainly as buyers. Women’s role in the decision process was mainly as influences and decides on the product choice. Also the author says that new entrants to the market could not use the established distribution channels because they were owned and operated by the local dairy company. Consequently, entering firms channelled their products to consumers through other food retail outlets: street vendors, small grocery stores, and the newly emerging supermarkets and convenience stores.

Harish Damodaran, in his article on Hindu Business Line (2009)\(^\text{15}\) says that, Indian dairy companies in and around 2009 had made a successful dent in the world dairy market. Further he says that the milk product that is, skimmed milk powder (SMP) of 75,000-odd tonnes of worth roughly Rs.1, 000 Crore have been exported during the year ended September 2008. This shows the clout of Indian Dairy Industry.

Anup Ranaware in his study titled, “preference for packaged milk” (2009)\(^\text{16}\) has analysed all the aspects of consumers’ preference towards the packaged milk brand and Indian buying pattern, trends, lifestyle and their choice of packaged liquid milk. The researcher also tried to understand the different factors for preferring the particular brand by consumers. To determine the above, questionnaire has been developed regarding the size of the packaged milk and the reasons for preferring particular brand of packaged milk and the respondent were selected on the basis of random sampling method. Graphical representation and Chi-square test is used while analysing and interpreting the data. From the testing it is determined that the Advertisement and Shopkeeper are the most important factors for the awareness of preferred brand and Most of the consumers preferred Amul as their regular brand in Andheri, Mmmbai.

Wahyu Adhi Nugroho and Luki Safitri Wihandoyo in their study titled, “Consumer’s Perceived Value and Buying Behaviour of Store Brands: An Empirical Investigation” (2009)\(^\text{17}\) says understanding store brand buyer behaviour is an essential topic for marketers and researchers as buying processes in grocery shopping involve many factors relating to the final decision of the consumers and those aspects influence Consumer
Perceived Value and their buying behaviour on deciding which type of product they would buy. Store brands existence as an option in today modern grocery shopping have an important position in retail strategy nowadays and the role has increased during the development of modern grocery stores in Indonesia. A questionnaire was framed to collect the data from the respondent and the data was collected in convenience sampling method. The collected data were analysed using Mean Value Analysis, Crosstabs Analysis, Reliability Analysis, Factor Analysis – Principal Component Analysis (Varimax Method), Multiple Linear Regression in this research. In overall, the findings show that consumer’s perceived value contribute positively to their perceptions of store brands and the better knowledge of the aspects of store brand products due to their past experience in purchasing the items lead to positive perceptions which eventually will lead to good possibility for them in re-purchasing store brands products in the future.

In the article titled, “Success Factors in the Diffusion of Innovative Services: A Case Study Specific to the Indian Telecom Context” Sangeeta Sahney, (2009)\textsuperscript{18} says that customers play a major role in the success of a particular service. In this study, the author has taken the telecom sector as the industry and revealed that customers would indeed prefer a service provider who would offer a combined solution for Internet, television, and telephone over a single broadband connection. The author concludes that customers basically desire a system based on its quality, personalization and individualization, customer care, and continuous upgrades and improvement.

In an article titled “A Demographic Study on Retail Consumer Behaviour” Dr. Ruchi Srivastava and Dr. Deepali Monga (2009)\textsuperscript{19} has conducted a study in examining the relationship between demographics and customer shopping in retail. It deals with the development of organized retailing in India in the form of shopping malls and looks into the demographics of the shopping malls. The purpose of this study is conducted to examine the relationship between consumer behaviour and consumer demographics like age, sex, income, education and occupation. The study very well revealed the changing demographic profile of Indian retail customer in terms of increasing affluence, bulging
middle classes, growing younger population, increased literacy levels, influence of urbanization and increased consumption mentality.

In the article titled, “Influence of Price and Quality to Customer Satisfaction: Neuromarketing Approach” Aurimas Dapkevicius and Borisas Melnikas (2009) analysed different literatures and find out empirical evidence on product price and quality influence on customer satisfaction through Neuromarketing approach. The authors also point out that in recent times; customer satisfaction has gained new attention within the context of the paradigm shift from transactional marketing to relationship marketing. From the whole article the authors reveal that price and quality are an important factor for customer satisfaction which leads to marketing managers’ decision complexity nowadays as markets are becoming more and more complex and overloaded.

Baidya, Mehir Kumar, (2009), in their article titled, “Assessing Customer Satisfaction of 4ps for a Brand in India” has intended to study the influence of 4Ps’ on driving customer satisfaction. For this purpose the researchers have framed questionnaire and a survey has been conducted. From the study output, it is concluded that all the 4Ps’ have significantly positive effects on overall customer satisfaction, and further the customer satisfaction index (CSI) is the highest in the case of products among all.

Abhishek Kumar Sankrit in his study titled, “Dealer Perception about Kansai Nerolac Paints Limited” (2008), says that companies, by conducting various market researchers can try to improve their products and can provide customers better and more services. Author also says that without putting customers on the top no company can get success. For achieving success every company should target customers because the market is totally market oriented.

In a study titled “Potential and Prospects of Dairy Business in Uttarakhand: A Case Study of Uttaranchal Cooperative Dairy Federation Limited”, M.L. Sharma, Raka Saxena, Tirthankar Mahato and Dipan Das (2007) analysed the inefficiencies existing in improving milk production, procurement pattern, marketing channels, and price spread of a dairy cooperative, Uttaranchal Cooperative Dairy Federation Ltd (UCDFL), also known
as ‘Anchal’ in the Kumaun region of Uttarakhand and has proposed a model for eliminating these inefficiencies. They also found that UCDFL is focused mainly on liquid milk marketing and has not adopted product diversification, which is the need of the day. The authors say that due to insufficient margins, the number of agents working for other private dairies has increased. Further the authors suggested that Anchal should evolve a definite policy with regard to procurement of milk in both lean and regular periods and to sustain its members, incentive package should be provided. Local sale of milk at the society level should be encouraged to increase the popularity of Anchal brand. The authors also suggested that Focus should be on institutional sales. Active participation during farmers’ fairs, festivals and exhibitions is required to increase the popularity. There should be monthly meetings at the village level where the people should be provided proper guidelines to increase milk production. Anchal can go for sponsorship of events related to animal husbandry and pet shows.

Adentunji in his article titled, “Effects of Advertisement and Sales Promotion on Demand for Dairy Products in Lagos Metropolis” (2007)\(^24\) say advertisement and sales promotion create the awareness about the product as it has a positive impact on sales.

Sandeep Singh Virdi, Dyal Bhatnagar and Hardeep Kaur in their study titled, “Consumer Behaviour Regarding Branded Milk vis-a-vis Unbranded Milk” (2007)\(^25\) says Consumers while purchasing dairy products look for freshness, quality, taste and texture, variety and convenience. The authors also say that with a constant increase in disposable incomes among the strong middle income class also, the scope of marketing of milk has widened. Since the consumers are not homogeneous, the consumption pattern of milk like quantum of purchase, mode of purchase, source of purchase, brand preference etc., is continually varying. To determine the consumer behaviour a sample of 100 respondents was taken using a convenience sampling technique. The sample was taken from 2 cities, Patiala and Ludhiana (50 from each city) and the information was collected through questionnaires from the respondents. The analysis revealed that there is a strong association between Income & use of Branded Milk, which means that with the variation in income levels the choice for Branded / Unbranded milk also varies. It is also concluded that income level does not affect consumers' choice regarding quality, packaging, price etc.
P. Kyriazopoulos and Ir. Samanta Rounti (2007) say many organizations view a clear link between customer satisfaction and price perceptions associated with switching service providers. The reason is that customers have different preferences and cost heterogeneities. The authors say these aspects have important implications as how firms should target their customer service efforts. In this research, the authors examine a sample of 804 users of mobile phones in Greece. Statistical analysis includes factor analysis, while all the tests were defined in a 95% confidence level. Cluster analysis was used to group the variables and identify differences between the samples. The results of statistical analysis show the four factors that influence customer buying decision to change service provider. The Cluster analysis done with the data identified three distinct groups of customers. This paper, however, argues that strategies must be put into practice to overcome non-loyal purchasing behaviour. According to this research finding, the authors say, users face difficulties changing providers; this is a costly action in the sense that there is often some kind of fixed cost associated with a change. Therefore, in order to change service providers, a nontrivial amount of inconvenience is required. This inconvenience is likely to be greater if the customer has a large number of accounts with the firm. Both the administrative costs as well as the learning costs associated with switching to a new service provider are likely to create some amount of inertia to not switch.

Kotler, Ph. and Keller, K., in their book “Marketing Management” 12th edition (2006) says cultural, social and personal factors are always considered to be the major forces influencing consumers’ buying behaviour and understanding of such factors helps businesses in tailoring products that meet consumers’ needs and wants. Among important influences on consumer buying behaviour (culture, subculture, and social class) “culture is the fundamental determinant of a person’s wants and behaviour”. Distinctive buying patterns and preferences among social classes are significantly determined by occupation, income, wealth, education etc. Consumers can shift up and down the social strata but the extent of this mobility depends much on how rigid the social stratification is in a given society. The author also says that an individual’s values, perceptions, preferences and behaviours in a direct or indirect way are significantly influenced by reference groups.
(family, friends, neighbours, and co-workers) to which they belong. Such reference
groups expose an individual to new behaviours and lifestyles, and often have an effect on
their attitudes, products or brand choices. It is thus very important for the marketers to
identify the roles and influence of the family members in the purchase of products.
Marketers may accurately address their marketing messages, only if they fully understand
who of the family members is a leader and has direct influence on the buying decisions.

“In countries where parents live with grown up children, their influence can be
substantial”. The buyer’s characteristics such as age, stage in the life cycle, occupation,
economic circumstances, personality, self-concept, lifestyle and values have a significant
impact on the consumer behaviours and the buying decisions. The consumption patterns
and taste in food are often shaped by the family life cycle and the number, age, and
gender of people in the household, and occupation. He also says that the consumer’s
decisions in product and brand choices are greatly influenced by the income level,
stability, personality, self-concept, core values and lifestyle. The consumers’
characteristics, buying behaviour, and preferences vary over the consumers’ lifetime.
This is why successful marketers make an attempt to follow carefully trends and changes
of the consumers’ characteristics.

Prasad and M. V. Rama “Dairy Products: Consumer Preferences - A Limited Survey of
Vishakhapatnam” (2006) found in their study that 91.33% of the consumers knew the
availability of more than one variety of milk available in the market. They also
established that a large majority of respondents 62.33% said that it is the quality that
influences the choice of the brand, whereas a meagre 5.67% expressed the view that it is
the factor of easy availability that is responsible for the preference of a brand. They found
that a majority (about 82.67%) of the respondents were satisfied with the present brand
they were using and only 17.33% though otherwise. It is further suggested that prompt
and regulate supply, providing value by way of service rendered by agents and avoidance
of adulteration are factors that will count in the success or failure of the milk producers.

Parekh J. V., “Milky Ways” (2006) in his research established that, of the total milk
produced in the country, nearly 46 percent is consumed as liquid milk and the balance
converted into various dairy products, such as ghee, butter, milk powder, ice cream, cheese, condensed milk and for making various kinds of sweetmeats having distinct regional preferences.

In a study titled, “Effects of Changes in Household Size, Consumer Taste & Preferences on Demand Pattern in India” (2005)\textsuperscript{30}, K.N. Murty made an attempt to identify the demand pattern in India and the results show wide variation in marginal budget shares and demand elasticity across income groups, rural-urban sectors and alternative models. The household size and consumer taste and preferences are found to be statistically significant. The results have confirmed the earlier findings that there are significant changes in consumer tastes away from cereals and pulses in favour of other food and non-food commodities. It is found that the linear expenditure system, despite its limitations of linearity and additive, could provide a good description of consumption patterns in India, i.e. able to capture the curvature in Engel curves, provided adequate care is taken to distinguish a few meaningful income categories and rural-urban sectors. The demand parameters have also exhibited some well-known patterns. The results show further that flexible models, which are theoretically superior, gave unacceptable positive price responses for some commodities and violated second order conditions of utility maximization. It is found that some ad-hoc separability restrictions are needed, thereby limiting the flexibility of the model, to get negative own-price responses in these models. But, second order conditions are still violated. The tests of nested hypotheses also confirm the need for inclusion of household size, consumer taste, income group and rural-urban dummies along with their interaction variables in the demand system.

A.Sukumar in his study, “Brand Preference for Packaged Milk with Special Reference to Gandhipuram Area” (2005)\textsuperscript{31} has studied the level of consumer satisfaction and factors that had influenced the brand preference for packaged milk. Here the researchers selected a sample of 150 with stratified random sampling method and a questionnaire method has been utilized to gather the response from the respondent. The researcher collected the primary data and tabulated using the simple percentage method. The statistical tool like the chi - square test was adapted to test the association between certain preference and the
dominant factors that influence brand preference for packaged milk in Gandhipuram. It is found out that, in Gandhipuram the packaged milk is widely used and liked by the respondents. From this study the researcher concludes that the packaged milk is more preferable than the vendor milk in Gandhipuram and also found that Aavin milk was preferred by majority of the respondents.

Vladislava Bartosevičien, Linas Gudonavicius and Gintaras Saparnis in their study titled, “Statistical Analysis of Milk Products Consumers’ Behaviour” (2005) has highlighted the level of milk and its product consumption in Lithuania and consumption tendencies. In this research the methods of complex statistic information collection were used such as respondent’s survey, official statistical data analysis, direct observation of passives, the interview of an informal character. Collected information was analysed, interpreted and causal relations of statistic research structure elements are presented. Also the representative selective analysis was used to carry out the research, that is, by special techniques from the general set its path which makes sample, and later with the help of statistical methods it is reasonably applied to entire citizens’ population. By this method it is defined whether provided services have satisfied expectations and met the needs. The authors say that only fully satisfied customers can become loyal customers of enterprises and they recommend that while carrying out the advertising campaign it is expedient to emphasize that the milk products are usual, they are a traditional part of the daily food allowance, having healing features.

Bhar and Saxena in his study, “Forecasting of Milk Sales and Retailer Growth of a Dairy using Statistical Technique” (2005) developed ARIMA models for forecasting the sales of milk and milk products in the regions of Bokaro and Dhanbad. Based on the data gathered from the period from March 2003 to December 2004, they fixed these models and forecasted for the period from January 2005 to June 2005, and finalised that they were valid for forecasting the milk sales and retailer growth of the dairy (with a 95-percentile confidence level), that helps the dairy companies to formulate appropriate marketing and distribution strategies.
F Fuller, “China’s Dairy Market: Survey Results For Consumer Demand and Supply Characteristics” (2004)\textsuperscript{34} says the proliferation of nutrition information and positive messages promoting milk consumption can be viewed as an increase in the education level of the general population concerning dairy products.

In the article titled, “Emerging Changes in Indian Diary Industry”, Meeta Punjabi (2003)\textsuperscript{35} says that, the dairy industry in India is strongly dominated by the government sector and by the working co-operative mode. But he further says that these sectors are about to face a stiff competition from the private sector. She also says that the entry of private players is mainly by sensing their opportunities in the field and they were further helped by those co-operatives who functions as a weak representative of farmers’ interest. She also says that the farmers will be at the receiving end if the weak cooperatives compete with the private players in the dairy field. Presently the cooperatives are serving as a benchmark for the dairy products in India. In the study it’s further stated that only about 15\% of the marketable surplus goes through the organized sector and the remaining are still following the unorganized traditional sector in this industry.

In a case study, prepared by a team comprising of Prof. Subhash Bhatnagar and Ankita Dewan at the Indian Institute of Management (Ahmadabad) and Magui Moreno Torres and Parameeta Kanungo at the World Bank (Washington DC) from the National Dairy Development Board (2002) of India it is mentioned that, organizing illiterate farmers into a large cooperative network will be a testing task. Other foremost issues were the quality and the hygiene maintenance of the milk being distributed taking into account the combined effect of milk’s perish ability and the fact that milk was supplied by a large number of small milk producers. According to the authors, marketing volume and handling capacity are independent terms. Handling capacity refers to the maximum litres of milk that can be collected and stored from the milk producers. Conversely, marketing volume or sales refer to the actual amount of sales transacted. With the removal of the quantitative restrictions (beginning April 2001) on dairy products under the agreement between the World Trade Organization and the government of India, the dairy industry of India has been facing a threat of increased imports in the form of milk and milk products from other developed nations of the world.
In the article titled, “An Interregional Analysis Of Price Discrimination and Domestic Policy Reform in the U.S. Dairy Sector”, Thomas L. Cox and Jean-Paul Chavas (2001)\textsuperscript{36} says that it is well known that charging a higher price in the more inelastic markets tends to generate increased revenue. Milk marketing orders charge a higher price for fluid milk (which has a more inelastic demand) compared to manufactured milk (which has a less inelastic demand). This price discrimination is administered at the farm-wholesale level and enforced through the price processors pay for milk, based on utilization. The authors say that this classified pricing scheme con-tributes to increasing dairy farmer income. They also come to the conclusion that, price discrimination in the fluid market is the most effective in affecting market allocations and prices. The study also indicates that there are significant possibilities for price discrimination in the non-fluid markets. This includes classified pricing for cheese, butter, and non-fat dry milk, which can help generate additional farm price and revenue enhancement.

In the article titled, “Multilateral Trade and Dairy Commodity Markets in LDCs Recent Evidence from Delhi”, C.S.Sundaresan (2001)\textsuperscript{37} points that Domestic dairy industry and commodity market of Less Developed Countries (LDCs) is vulnerable to international competition because of the prevalence of heavy subsidies on production and exports of dairy commodities from developed countries. With lower levels of market protection and faster economic liberalisation, the recent Indian experience suggests that liberal import policies can glom the competitiveness and hence growth prospects of the domestic dairy industry. The option is either to push hard for a level playing field using suitable WTO forum or to enhance the domestic industry competitiveness through suitable interventions. The former seems to be more relevant given the WTO anti-dumping and complaint redressal provisions by a cohesive regional approach.

Aklnwale, Akeem Kolawole Aderinola, E. A. (2000)\textsuperscript{38}, in their study, “Effects of Sales Promotion on Consumers Satisfaction: The Case of Coca-Cola in Lagos State, Nigeria” made an effort to determine the extent to which sales promotion affected the sales volume of Coca-cola Lagos State Nigeria. The researcher has formulated questionnaires and informal discussions were also used as data collection instruments with Percentages and
Chi-square test method of data analysis. With this research, the authors have found out that sales volume increases significantly during and after sales promotion. Further they determined price-off was considered as the most effective sales promotion tool of Coca-cola for consumers in Lagos State.

Deliza and MacFie in their article titled, “The generation of Sensory Expectation by Externals Cues its Effect on Sensory” (1996)\(^{39}\) says the brand is a complex quality cue and an important factor in purchase decision making. The brand also has a potential influence on the formulation of sensory evaluation.

Tour, L. and Henthorne, T. in a study titled, “Perception of Marital Roles in Purchase-Decision Processes: A Cross-Cultural Study”, (1995)\(^{40}\) says Family is considered to be one of the most important consumer buying groups in the society.

In an article titled, “Effectiveness of Fluid Milk Advertising” by Ronald W. Ward and Bruce L. Dixon, (1989)\(^{41}\) the authors confirms statistically that there exists a significant relationship between fluid milk consumption and generic fluid milk advertising. Further the authors prove that the institution of The Dairy and Tobacco Adjustment Act (via the National Dairy Board) has contributed to an increase in consumer responsiveness to fluid milk advertising. This study indicates that the increase in consumption of advertising is more a function of a national campaign, as opposed to regional efforts, than an increase in total advertising expenditures. The authors conclude that while considering the dairy industry, in the broadest sense, the success of any program will depend on three major conditions, i.e., the characteristics of the commodity, consumers' knowledge about the commodity, and the quality and intensity of the advertising programs.

Dale M. Heien and Cathy Roheim Wessells in their article titled, “The Demand for Dairy Products: Structure, Prediction, and Decomposition” (1988)\(^{42}\) says factors affecting consumption are classified into economic and demographic effects and a decomposition of the causes of changes in demand over time is performed. The authors say, the demand for a particular dairy product is influenced by the own price, prices of close substitutes, income, and demographic effects. This article has presented the estimates of a complete
demand system for food at home with special emphasis on dairy products. An almost ideal demand system, modified to incorporate demographic effects, was estimated using "Household Food Consumption Survey" data. The result explains that demographic effects, especially household members by age and sex, and the proportion of meals eaten at home, are highly significant variables. Furthermore, results indicate the demand for dairy products is generally inelastic, cross price effects are moderate, and income effects are small and negative.

In the study titled, “Production Functions in Co-Operative Dairy Industry of Gujarat”, Dilip Shah (1982)\(^4\) indicate that even though there are studies available relating to the production function in the area of economics of dairy farming, no studies are available dealing with the dairy plants in India. But this is common in the present situation of the world also, that the dairy plants have never been considered as a study.

In an article titled, “Dairy Development in India: Some Critical Issues” Vinod K Huria and K T Achaya (1980)\(^44\) says that it is important to work out procedures for costing milk in a realistic way under various situations, so that price always acts as a stimulus to sustain dairy development. They also underline that Modern technology needs constantly to be reviewed for ideas that favour the Indian situation, such as the development of UHT milk that stores for six months without refrigeration, or the extending of milk supplies using oilseed proteins. The impressive strides that dairy development has made need to be sustained through constant scholarly evaluation and mid-course correction of the directions or emphasis. The authors say that the most significant factor that restricts the consumption of milk in India is its high cost. Apart from aiming at higher production, dairy development would therefore fulfil a social purpose if it could succeed in reducing the cost of milk production. In fact cost could become a parameter to evaluate the success of dairy development. They also say that realistic cost estimates may well be a deciding factor in determining the viability of dairying in the long run. If the true overall cost of milk production is higher than the price paid to the producer, dairy development could eventually even have adverse effects on the economy.


19. Dr. Ruchi Srivastava and Dr. Deepali Monga (2009), “A Demographic Study on Retail Consumer Behaviour”.


