6.1 INTRODUCTION

This chapter focuses on providing a descriptive analysis of the personal data of 400 sample respondents. It also aims at presenting a profile of the respondents based on customers’ satisfaction and perception score of overall satisfaction. Interpretations have been made on the basis of the study. These analyses have been framed based on nine dairy products such as – milk, chocolate, biscuit, ice-cream, paneer, ghee, curd, butter and flavoured milk. In this chapter an attempt is made to analyse the opinion of the sample respondents.

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. When a brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective. Therefore, it is essential for businesses to effectively manage customer satisfaction. To be able do this, firms need reliable and representative measures of satisfaction. In this chapter, the researcher has discussed about the perception, basic factors in perception and the stimulus factors which influences the consumer behaviour to purchase the particular product. The perception of the respondents towards the problems are analysed based on
Five-point scaling method i.e., SA – Strongly Agree, A- Agree, NO – No Opinion, DA- Disagree, SDA – Strongly Disagree.

6.2 PERCEPTION

Perception is the process through which a person forms an opinion about the various stimuli he receives from his sensory organs. In marketing, perception is concerned with understanding how the consumer views a product or service. The five senses of a person help him in this process. The marketer uses various strategies to stimulate the consumer, that is, through the use of colors, sound, touch, taste, or smell, to observe the product. Here the researcher would like to quote an example i.e., if two persons buys a curd sachet of a brand, the interpretation about the taste and aroma of curd will differ from each other. Because one person may like the taste of the thick curd whereas the other person may not and so the perception of the persons differs from each other. Perception of a product comes in only after consuming the product. In the same manner if a person buys the biscuit of a brand since it is crispy and the other person may buy another brand of biscuit since it is crunchy. It is all based on the taste of an individual. The marketer must distinguish his message from the competitor’s message. That is when Just Noticeable difference (JND) comes to their aid. JND is the minimum difference that the consumer can detect between two stimuli he receives. It helps the consumer to distinguish changes in prices among purchase alternatives. Marketers thus use stimuli to grab customers’ attention and
most often these efforts are clearly visible and known to the customer. However, they sometimes use indiscernible stimuli that are just below a consumer’s threshold so as to influence him. This is called subliminal message. Of all the stimuli a consumer comes into contact with, he pays attention to only a few and interprets the messages that he remembers and he has concentrated. This is called the process of perception and has the three steps:

✓ Exposure

✓ Attention and

✓ Interpretation

The manner in which the consumer pays attention to the products will depend on the stimulus, and also the consumer’s interest and need for that product. The consumer interprets the information in two ways: 1) the literal meaning or the semantic meaning and 2) the psychological meaning. A consumer also interprets the symbols and other physical features of the product on the basis of his experience and cultural beliefs. This is called semiotics.

Marketers make use of perception to formulate marketing strategies. The marketers use a perceptual map, wherein thy find out the attributes or the characteristics that the consumer associates with the product and they create the product accordingly. Thus, development of a brand or the logo of
the product, packaging of the product, etc. have to be made keeping the consumer’s perception in mind.\footnote{www.icmrindia.org} Marketers should try to introduce the product with the attributes which is needed by the consumers.

Consumers’ perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels. So the companies must be very cautious in selecting the messages about the product which they advertise and select the appropriate media to advertise the product so as to attract the customers. Moreover they should try to retain the existing customers by the best quality and service of the products.

\section*{6.2.1 Basic factors in Perception}

With social and environmental factors are seen to be influential in helping to determine perceptions, some fundamental factors which influence the consumers are pointed out.

Perception is first of all, a selective process. We select a certain amount of information from the outside simply because we cannot assimilate all of the information coming in. All of these physical changes may be impinging upon us, but only certain stimuli are taken in and responded to. The stimuli may be of two kinds: those of which we are aware and, therefore can recognize fairly readily after selection or they may be below the threshold of our awareness, that is, those of which we may not be
cognizant yet which do influence us. It is a little more difficult for people to believe that some of our behaviour is determined by stimuli that are below the level of consciousness.

The basis factor in those perceptual situations within the limits of awareness is attention. When we attend to a situation, we focus on that set of circumstances. These elements of the experience differ from others on the periphery. Many stimuli may have been attended to for a long period of time yet, suddenly, we shift to another set of stimuli and perceive something that was going on all the time. After our day work is over, we could find people watching TV serials, shows, tournaments etc. Before their work gets completed even if the T.V is switched on, their concentration will not be fully on the programs and they would have perceived only a part of the program, and here intensity plays a vital role. We gather information and messages by advertising on radio and television. In the visual area, size is the condition comparable to intensity. If we find any product colourful, we will be tempted to purchase the product. For instance, if we find colourful toys and saris, we will automatically be inspired to purchase those toys and saris. Closely related is contrast. The television advertisers have learned to give the commercial several decibels above the level mentioned in the program. They have also found repetition to be valuable in “getting the message over”. All these factors are characteristics of the external situation. More internal in operation are the dynamic organizing features of perception. In a situation presenting a set of figures, an individual is not content with a
mass of unorganized figures, he devises and perceives what can be called a
good gestalt or fine form. There will be a tendency to organize in a way
which makes for a “proper” or “right” result, or at least we perceive a figure
with boundaries as a unitary whole.

Adaptation level is a concept developed by Helson (1964) to explain
the changes in perception as the result of the context in which the figures or
events are perceived. Helson’s experiments use different extreme stimuli
(anchors) for subjects to use as comparison for a judgment in simple
experiments, but the concept has been extended to more complex social
activity as well. On the profession, the average professional may be
perceived as a poor one when he is with a team of good professionals but
may seem quite good when the rest of the team is poor. In the terminology
of engineering psychology or human factors systems, we might consider
perception as being based on scanning and coding. Scanning is a search
process whereby we attend selectively to various characteristics of properties
and then put them into particular categories. This categorization, or putting
the stimuli into a meaningful system, is often called “coding”. This part of
the process is a representational one in that a category takes the place of and
stands for the “reality” which has been searched and coded. Here, people
may search various alternatives of the same product available in the market,
they synchronises the various attributes of the products, evaluate the
alternatives, and choose the product which suits their needs and satisfy them.
Illusions are also interesting examples of the power of perception. The final perception which does not agree with other perceptions or reality is called an illusion. Some electrical advertising signs flash on and off in synchronized patterns which give us the illusions of movement. We are also “fooled” at the movies; the pictures do not move but are static photographs projected so rapidly that we perceive movement by the actors. Another type of internal factor influencing perception is even more variable and powerful in producing variation in perception by individuals than the factors discussed here. Expectancy, interests, or motives provide possibilities for widely differing organisation of inputs. Expectancy is often referred to as a set or tendency to respond. The dynamic variable of motives or drives can play an important role as well. Advertisers have noticed that attractive females on ads sell products. Sex has an appeal in our culture while, in another culture setting, some other drive which has been limited will probably have more appeal. All these dynamic variables are the basis for the broader cultural and social factors which operate in more complex fashion.²

6.2.2 Stimulus and individual factors of perception

Marketers attempt to design the physical attributes of products, brands, packages, ads, and stores to attract or direct consumer attention and entice prospects with merchandise offerings. The physical characteristics of objects are referred to as stimulus factors. They produce the physiological

impulses that in turn produce a sensation. These factors (such as size, color, shape, taste or smell) are the primary elements of the object that interact with our sensory systems to produce a sensation. Just as the properties of one stimulus differ from those of other stimuli, human beings also differ from one another. Individual factors of perception are qualities of people that influence their interpretation of an impulse. Examples of individual factors include consumers’ needs, interests, beliefs, goals, experiences, feelings, expectations, memories, personalities, self-perceptions, lifestyle, roles, risk tolerances, attention spans, and mental sets. Any of these may affect our perception of products, services, brands, stores, ads, or policies. The needs of individuals influence their perception. Those who shop for food while hungry find everything appetizing. Consequently, they are prone to spend more or groceries. An individual’s interests can determine whether or not he or she subscribes to specific magazines or watches particular TV programs. A person’s beliefs about various restaurants, prior experiences with them, and feelings toward them influence where he or she might take a friend for dinner. A friends’ knowledge about various securities in the market can influence a person to invest in certain companies’ securities. We tend to prefer products and brands that complement our personality, self-concept, and lifestyle. The type of vehicles and electronic products a person uses, reflects his or her self-perception and communicates something about them to others.
6.2.2.1 Span of attention

This is another individual factor of perception, deals with limitations of a person’s ability to process bits of information. Humans can attend to only a small number of items at any given time. This limit appears to range from five to seven chunks of information, where a chunk is an organized grouping of data inputs. Social security numbers, for instances, are partitioned into three chunks-a three digit number, two-digit number and four-digit number. The length of time that stimuli can hold a consumer’s attention also appears to be brief, often only a few seconds. Children, in particular, have very short attention spans. Consequently, advertisers continuously provide appropriate cues in ads and commercials to recapture the audience’s attention. For example, TV commercials for medicines, tooth paste, mobile phones, hair growth, cars, dresses, toys etc. use special photographic angles, fast action, appealing colors, upbeat music to attract consumers’ attention. Similarly, print ads for fast foods often depict mouth-watering close-up photos of a product to appeal to hungry consumers’ taste buds. An individual’s mental set or perceptual style describes our tendency to process information and react in a certain manner under given circumstances. We find many people adapting some innovative ideas to
perform familiar tasks and people normally who follow the particular way
will often find it difficult to change.\(^3\)

### 6.2.3 Psychological factors

A person’s buying choices are also influenced by four major
psychological factors—motivation, perception, learning, and beliefs and
attitudes.

#### 6.2.3.1 Motivation

A person has many needs at any given time. Some needs are
biogenic. They arise from physiological states of tension such as hunger,
thirst, discomfort. Other needs are psychogenic. They arise from
psychological states of tension such as the need for recognition, esteem, or
belonging. Most of these needs will not be intense enough to motivate the
person to act at a given time. A need becomes a motive when it is aroused to
a sufficient level of intensity. A motive or drive is a need that is sufficiently
pressing to direct the person to seek satisfaction of the need. Satisfying the
need reduces the felt tension. Psychologists such as Sigmund Freud,
Abraham Maslow, and Frederick Herzberg have developed theories of
human motivation. These theories have described about consumer analysis
and marketing.

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\(^3\) Consumer Perception from Hanna/Wozniak’s Consumer Behaviour: An applied approach. 4\(^{th}\)
p.no.87,88
6.2.3.2 Perception

A motivated person is ready to act. How the motivated persons acts are influenced by his or her perception of the situation. Two people in the same motivated may act quite differently as they perceive the situation differently. All of us apprehend a stimulus object through sensations, that is, flows of information through our five senses: sight, hearing, smell, touch, and taste. Each of us attends, organizes and interprets this sensory information in an individual way.

6.2.3.3 Learning

When people act, they learn. Learning describes changes in an individual’s behaviour arising from experience. Most human behaviour is learned. Learning theorists say that a person’s learning is produced through the interplay of drives, stimuli, cues, responses, and reinforcement. The practical importance of learning theory for marketers is that they can build up demand for a product by associating it with strong drives, using motivating cues, and providing positive reinforcement. A new company can enter the market by appealing to the same drives that competitors appeal to and providing similar cue configurations because buyers are more likely to transfer loyalty to similar brands than to dissimilar brands (generalization). Or it may design its brand to appeal to a different set of drives and offer strong cue inducements to switch (discrimination).
6.2.3.4 Beliefs and Attitudes

Through acting and learning, people acquire their beliefs and attitudes. These in turn influence their buying behaviour. A belief is a descriptive thought that a person holds about something. Manufacturers are interested in the beliefs that people carry in their heads about their products and services. These beliefs make up product and brand images, and people act on their beliefs. If some of the beliefs are wrong and inhibit purchase, the manufacturer will want to launch a campaign to correct these beliefs.

6.2.3.4 Attitude

An attitude describes a person’s enduring favourable or unfavourable cognitive evaluations, emotional feelings, and action tendencies toward some object or idea. People have attitudes towards almost everything: religion, politics, clothes, music, food, and so on. Attitudes put them into a frame of mind of liking or disliking an object, moving towards or away from it. Attitudes lead people to behave in a fairly consistent way toward similar objects. People do not have to interpret and react to every object in a fresh way. Attitudes economize on energy and thought. For this reason, attitudes are very difficult to change. A person’s attitudes settle into a consistent pattern, and to change one attitude may require major adjustments in other attitudes. Therefore, a company would be well advised to fit its product into existing attitudes, rather than to try to change people’s attitudes. A person’s choice is the result of the complex of cultural, social,
personal and psychological factors. Marketers should try to influence the consumers to purchase the products through its promotional mix such as product, price, place and promotion. They need to have a change in the ads often by changing the message too to arouse the intention of the consumers to purchase the products.\footnote{Philip Kotler, Marketing Management, analysis, Planning and Control, 5th Edition, Prentice Hall of India Pvt. Ltd., Delhi, p.no.136-142.}

### 6.2.4 Consumer Price Perceptions

The consumers can categorize the price of the brand as low, medium or high based on the pricing strategy. Consumers often rank brands according to price tiers in the category. Consumers may have price perceptions that have more inherent product meaning. Consumers may infer the quality of the product based on its price and use perceived quality and price to arrive at an assessment of perceived value. Consumer associations of perceived value are an important factor in purchase decisions. So, many marketers adopt value-based pricing strategies-attempting to sell the right product at the right price-to meet the desire of the consumers. So marketers need to understand all price perceptions that consumers have for a brand, to uncover quality and value inferences, and to discover any price premiums that exist. So we can find some brand players providing offer on certain special occasions like Diwali, Pongal, Christmas, Ramzan, New year
etc. in order to persuade the consumers to purchase their products and offer various collections of products to attract the customers.

Facing rising costs for the ingredients like cream, cocoa and vanilla, premium ice cream manufacturers found a subtle way to raise prices. Makers of brands such as Friendly’s Eddy’s and Turkey Hill quietly shrunk the size of their popular 64-ounce half-gallon containers by 8 ounces (about 2 servings) but kept the price steady, resulting in a per-ounce price about 14 percent higher than before. Consumers paid more attention to prices than to weights of the product but anyway some consumers preferred smaller quantity of ice-creams.

The media environment has changed dramatically in recent years. Traditional advertising media such as TV, radio, magazines and newspapers have lost their grip on consumers and so the marketers have returned to the web over the recent years. Marketing communicates affects the consumers that is marketers adopt various marketing strategies to tempt the consumers to purchase the products. If a person is to be persuaded by any form of communication (a TV advertisement, newspaper editorial, and classroom lecture) certain steps are to be occurred as follows:

- Exposure: A person must see or hear the communication
- Attention: A person must notice the communication
✓ Comprehension: A person must understand the intended message or arguments of the communication.

✓ Intentions: A person must plan to act in the desired manner of communication

✓ Behaviour: A person must actually act in the desired manner of the communication.

There may be various defects in the advertising campaign if the consumers are not persuaded for the purchase decision of the product.

Certain pitfalls such as

✓ A consumer may not be exposed to an ad because the media plan missed the work.

✓ A consumer may not notice an ad because of a boring and uninspired creative strategy.

✓ A consumer may not understand an ad because of a lack of product category knowledge or technical sophistication, or because of a lack of awareness and familiarity about the brand itself.

✓ A consumer may fail to respond favourably and form a positive attitude because of irrelevant or unconvincing product claims.

✓ A consumer may fail to form a purchase intention because of a lack of an immediate perceived need.
✓ A consumer may fail to actually buy the product because he or she does not remember anything from the ad when confronted with the available brands in the store.

From an ad campaign the marketers should ensure that

✓ The right consumer is exposed to the right message at the right place and at the right time.

✓ The creative strategy for the advertising causes the consumer to notice and attend to the ad but does not distract from the intended message.

✓ The ad properly reflects the consumer’s level of understanding about the product and the brand.

✓ The ad correctly positions the brand in terms of desirable and deliverable points of difference and points of parity.

✓ The ad motivates consumers to consider purchase of the brand.

The ad creates strong brand associations to all of these stored communication effects so that they can have an effect when consumers are considering making a purchase.\(^5\)

Therefore the marketers should plan for an effective advertisement and media to persuade the consumers to purchase the product. The consumers must be able to recollect the message delivered of a product to

make a purchase. The words chosen should be appropriate to have a great impact on the consumers’ decision process and they must be able to remember the message of the product. Based on the target segment and the situation or the occasion the message should be selected to advertise in various media.

Buyer behaviour is an important component of the marketing environment. In most marketing decisions, the problem can ultimately be traced to predicting the response of buyers to specific actions by the marketers. The buyer behaviour factors that should be considered include:

- The number and geographical location of the buyers and non buyers
- Demographic and psychological characteristics
- Product consumption habits and the consumption of related product categories.
- Media consumption behaviour and response to promotions
- Price sensitivity
- Retail outlets patronized
- Buyer preferences.

Here the researcher would like to quote an incident which had happened in California. Milk sales had declined in the 1980s and early 1990s, and the milk industry needed to find a way to increase sales. An
advertising company was hired by the California Milk Processor Board, which in turn hired M/A/R/C research to conduct a telephone survey of California over age 11. To identify the reasons for low milk sales, the research company tried to understand the behaviour of consumers towards milk. Through extensive focus groups, household observations, and telephone surveys, M/A/R/C was able to understand consumer behaviour underlying milk consumption. The research revealed that 88 percent of the milk is consumed at home and that milk was used as an ingredient to prepare certain foods such as cereal, cakes, pastries and so forth. The advertising agency, Goodby, Silverstein and Partners, developed an ad campaign around consumer behaviour with respect to milk and launched the well-known “milk mustache” campaign with the “Got Milk?” tag line. This agency used celebrities from Joan Lunden to aRhea Perlman and Danny De Vito sporting the famous white mustache to boost the sales. Through marketing research and the advertising campaign, milk sales increased and continued to be stable through 2006. Creative and innovative advertising is very essential to reach the minds of the consumers which tempt them to buy the products. There are certain reasons why the marketers should study consumer behaviour. They are as follows:

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✓ **We can be better, wiser and alert consumers:** Consumer behaviour speaks of what they buy, why they buy, when they buy, how much they buy, how often they buy and what promotional components persuade the consumers to buy the products. A systematic study of consumer behaviour should alert the consumers to be better, wiser and alert consumers to get real value of money.

✓ **Marketers can be practical:** In a society, everyone is a consumer, though he has a different role to play. It must be admitted, that age, sex, caste, creed, colour, social-status and the like have no difference in calling every one as a consumer, consumption-patterns might differ but everyone remains a consumer whether he buys actually or not. In case marketers try to understanding the consumer behaviour, they are surely able to predict how consumers are likely to react to various informational and environmental cues and are able to shape and design their marketing strategies accordingly.

✓ **Marketers can be better informed:** The study of consumer behaviour helps the marketers to gain an insight into why individuals act in certain consumption related ways and with learning what internal and external influences impel or propel them to act as they like.
The study makes the marketers Multi-disciplinary oriented: Consumer behaviour is basically a study of human mind. Psychology is the youngest of all social sciences. With no history or body of research of its own, this new discipline has borrowed heavily from other scientific social sciences such as social psychology, anthropology, political-science, economies, economic and commercial geography and so on. It is accepted truth that “individuals act rationally to maximize their benefits.

It provides fodder for decision-making: Consumer behaviour is an applied discipline as certain decisions are significantly influenced by the behaviour or expected actions and reactions that is why, consumer behaviour is an applied discipline. Such applications can be seen from two clear perspectives namely, ‘micro’ and ‘macro’. The ‘micro’ perspective seeks applications of rich fund of knowledge to problems faced by the individual firm or an organization. That is, micro perspective involves understanding of consumers for the purpose of helping the firm or an organization to attain its objectives. Thus, ad managers, product designers and other in profit-driven business are interested in understanding the consumers in order to be more effective at their tasks. Not only that, even the managers of non-profit organisations such as Indian Red Cross, non-governmental organisations have been effective in applying the understanding of consumer behaviour concepts to their social activities. On the
‘macro’ or aggregate level the societal perspective-applies knowledge of consumers to aggregate level problems faced by groups or by society as a whole. That is, by social perspective consumers can influence collectively economic and social conditions within the frame of society. The collective behaviour of consumers has a significant bearing on the quality of life or standard of living.\(^7\)

6.2.5 Situational Influences on perception:

Consumers are affected by the situation in which they buy and use products; that is, they often purchase according to how they at any given time and the specific circumstances in which they find themselves. Such behaviour reflects their situational self-image, the physical and mental state they experience at a specific moment in time. A person frustrated at any situation may tend to smoke, drink, and gamble or overeat. Situational variables are environmental circumstances that constitute the context within which purchases, product usage, and product-related communications occur. There are five classes of situational variables such as 1) physical surroundings 2) social surroundings 3) task definition 4) time, and 5) antecedent states. These variables influence the way we perceive an object or event as well as how we respond to it.

\(^7\) C.N.Sontakki, Marketing, Kalyani publishers, New Delhi, 2010, p.no.38,39
6.2.5.1 Physical surroundings

Physical surroundings at any given site include its readily apparent properties, which act on our five senses. Physical surroundings also include store location, parking facilities, and product assortment. Retailers orchestrate layout (the visible arrangement of merchandise and promotional materials), atmospherics (décor, sounds or music, lighting, aromas, temperature, humidity), customer services, and a variety of other factors including employees’ dress, presentation and demeanor to generate the desired perception of their stores. All these factors make the consumers visit the store and make a purchase. In the same manner, a creative and compelling website with a distinctive logo, digital photography, print collateral, rich interactive media presentation, music, and flash as well as clever graphic design is necessary to create the desired positive effect in an online environment. In this regard, the researcher wishes to quote an example, i.e., a doctor treating the patients with a pleasant manner and the nurses, attenders well-dressed and hygienic make the patients to visit the same hospital when they are sick having a great trust in their treatment.

6.2.5.2 Social Surroundings

Social surroundings are a second set of situational factors. These include other persons present in the shopping environment, such as family members, store personnel and clientele and the degree of crowding. For example, parents are often pestered by their young children to buy junk food.
Similarly, salesperson’s characteristics and manners as well as interpersonal interactions with us will tempt us to buy the products.

6.2.5.3 Task Definition

Task definition, a third situational factor, reflects an individual’s defined role in the shopping process. Task definition may make the consumer to buy different product from the one which is intended for our own consumption. For example, one may buy different toys when invited for the child’s birthday party than buying toys for his own children.

6.2.5.4 Time Perspective

Time perspective is a fourth situational factor. Time can be regarded absolutely or relatively. In absolute terms, time dimensions are, for example, hour of the day, day of the week, or season of the year. In relative terms, time can be regarded in relationship to some past or future event (such as time since or until meals or a paycheck). The appeal of many products rests on their ability to save time. Both the absolute and relative dimensions of time influence how consumers behave in the marketplace. For example, working consumers often shop evenings and weekends. Especially office-goers complete their shopping before going home in the evenings. People spend more time in shopping after getting their pay. Last-minute purchasers face a different situation than individuals who complete their festival shopping early. Some buyers who lack sufficient time in purchasing make purchase decisions more efficiently and conveniently on the web, where a
great variety of products is available along with information about where to get the best deal. Some people avoid time-consuming process of shopping and buy the products on the web than purchasing at conventional retail stores.

6.2.5.5 Antecedent state:

Antecedent state, a fifth situational factor, is the physical or psychological state of an individual immediately preceding his or her current state. Antecedent states are temporary. They can be classified as momentary conditions or momentary moods. Momentary conditions include such circumstances as having cash on hand or none at all. Momentary moods are states like being happy or sad, calm or angry, relaxed or excited. Momentary conditions and moods can influence whether or not consumers buy, what they buy, and how much they buy. Situational factors, separately or in combination, can exert a direct impact on purchase choices. They can also combine with the characteristics of a product or a consumer to influence purchases. It is essential for the marketers to understand the purchasing pattern of different categories of consumers.\(^8\) There is a shift towards branded products. Here the researcher likes to quote certain top brands of dairy products which are normally preferred by the consumers.

Amul is the undisputed leader of the pack at number 3 but several others, regional and not as well-known such as Aavin, Milma, Mahananda, Nandini are all part of the top 50. More and more Indians are buying their milk in branded plastic pouches, bottles and cartons instead of the grey market. Also, value added dairy products such as ghee, butter, cheese are in demand and that is driving these brands up the rankings table.

Based on the income and the spending patterns, customer preferences are also changing in Indian scenario. As a result, the share of value added branded products in overall revenues, has been rising steadily. R S Sodhi, managing director of the country's largest dairy cooperative Gujarat Cooperative Milk Marketing Federation (GCMMF) which owns Amul said, "We primarily sell branded products. Around 95 per cent is in branded products, only 5 per cent is as commodity. Of this 95 per cent, around 50 per cent comes from value added products like cheese, ghee, paneer etc."

Maharashtra based, Parag Milk Foods has seen its turnover rise from around Rs 450 crore in 2009-10 to about Rs 1,400 crore in 2014-15, but the share of liquid milk has remained almost static; from Rs 200 crore in 2009-10 to about Rs 300 crore now. As Shirish Upadhayay, senior vice president, strategic planning, Parag Milk Foods said,"Our topline has grown by around 20 per cent in the last few years, branded value added products have clocked a higher rate of growth." For Parag, liquid milk constitutes less than 20 per cent of its turnover; whereas around five years back it was a 50:50 split.
between liquid milk and value added products. As for the market size of branded value added dairy products in India, it is a tough ask, simply because the sector is highly unorganised with several local brands as well, especially in the categories like paneer and ghee. According to Upadhayay, Nearly one-fourth of the dairy market is organized. “consumption patterns in households are changing. Earlier, liquid milk was churned into chaas (yoghurt based drink), ghee, curd, paneer at home. The organized players have superior growth rates in the past few years around 20 per cent vs industry at around 13 per cent according to a report by Jefferies Equity Research India on the dairy sector. Further the report says that “NSO surveys on household expenditure suggest that the consumer spend on milk and milk products grew around 12 per cent per annum over FY02-12 - very similar to the increase in production value of the sector during this period. Private dairy companies, however, have grown at a faster pace of 15-20 per cent.” Another interesting trend is the gradual shift towards branded cow milk products. Companies like Parag have focussed on the segment (it owns the premium Pride of Cow brand). Upadhayay said that Indians have traditionally always preferred cow milk over buffalo milk as it is a healthier option; however, the issue always has been that of availability. Jefferies says, "In contrast to other countries, buffalo milk forms a large proportion (51 per cent) of production in India."  

9 http://www.business-standard.com
6.3 PERCEPTION SCORE OF OVERALL SATISFACTION OF THE RESPONDENTS TOWARDS DIFFERENT ATTRIBUTES OF THE DAIRY PRODUCTS

To test whether there is any relationship between gender and perception score of satisfaction level of the respondents the following hypothesis has been framed “There is no significant relationship with the perception score of different attributes of the dairy products based on gender”. The result of the Kruskal Wallis test is shown vide Table 6.1.

**TABLE 6.1**
GENDER AND PERCEPTION SCORE

<table>
<thead>
<tr>
<th>S.No</th>
<th>Satisfaction Level</th>
<th>Critical Value</th>
<th>Level of Significance</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Milk</td>
<td>.027</td>
<td>.868</td>
<td>NS</td>
</tr>
<tr>
<td>2</td>
<td>Chocolate</td>
<td>3.424</td>
<td>.064</td>
<td>NS</td>
</tr>
<tr>
<td>3</td>
<td>Biscuit</td>
<td>2.932</td>
<td>.087</td>
<td>NS</td>
</tr>
<tr>
<td>4</td>
<td>Ice-Cream</td>
<td>.412</td>
<td>.521</td>
<td>NS</td>
</tr>
<tr>
<td>5</td>
<td>Paneer</td>
<td>.286</td>
<td>.593</td>
<td>NS</td>
</tr>
<tr>
<td>6</td>
<td>Ghee</td>
<td>.106</td>
<td>.744</td>
<td>NS</td>
</tr>
<tr>
<td>7</td>
<td>Curd</td>
<td>.259</td>
<td>.611</td>
<td>NS</td>
</tr>
<tr>
<td>8</td>
<td>Butter</td>
<td>.002</td>
<td>.963</td>
<td>NS</td>
</tr>
<tr>
<td>9</td>
<td>Flavoured Milk</td>
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<td>.694</td>
<td>NS</td>
</tr>
<tr>
<td>10</td>
<td>Overall</td>
<td>.231</td>
<td>.631</td>
<td>NS</td>
</tr>
</tbody>
</table>

Source: Computer from Primary Date Note: S-Significant NS-Not Significant (Significant at 0.05 per cent level).

It could be observed from the above table 6.1 that there was no significant relationship with the perception score of different attributes of the dairy products based on gender. It was also seen that the overall perception
scores, the value of level of significance was more than 0.05 (5 per cent level). Therefore the null hypothesis was accepted. It was concluded that the gender had no influence on the perception score of different attributes of dairy products.

6.3.1 Relationship between Age and Perception Score

To test whether there is any relationship between age and perception score of satisfaction level of the respondents the following hypothesis has been framed. Hypothesis: “There is no significant relationship with the perception score of different attributes of the dairy products based on age”.

The result of the Kruskal Wallis test is shown vide Table 6.2.

**TABLE 6.2**

**AGE AND PERCEPTION SCORE**

<table>
<thead>
<tr>
<th>S.No</th>
<th>Satisfaction Level</th>
<th>Critical Value</th>
<th>Level of Significance</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Milk</td>
<td>3.944</td>
<td>.268</td>
<td>NS</td>
</tr>
<tr>
<td>2</td>
<td>Chocolate</td>
<td>6.435</td>
<td>.092</td>
<td>NS</td>
</tr>
<tr>
<td>3</td>
<td>Biscuit</td>
<td>.977</td>
<td>.807</td>
<td>NS</td>
</tr>
<tr>
<td>4</td>
<td>Ice-Cream</td>
<td>6.285</td>
<td>.099</td>
<td>NS</td>
</tr>
<tr>
<td>5</td>
<td>Paneer</td>
<td>1.484</td>
<td>.686</td>
<td>NS</td>
</tr>
<tr>
<td>6</td>
<td>Ghee</td>
<td>1.294</td>
<td>.730</td>
<td>NS</td>
</tr>
<tr>
<td>7</td>
<td>Curd</td>
<td>.637</td>
<td>.888</td>
<td>NS</td>
</tr>
<tr>
<td>8</td>
<td>Butter</td>
<td>2.792</td>
<td>.425</td>
<td>NS</td>
</tr>
<tr>
<td>9</td>
<td>Flavoured Milk</td>
<td>1.071</td>
<td>.784</td>
<td>NS</td>
</tr>
<tr>
<td>10</td>
<td>Overall</td>
<td>1.031</td>
<td>.794</td>
<td>NS</td>
</tr>
</tbody>
</table>

Source: Computer from Primary Date Note: S-Significant NS-Not Significant (Significant at 0.05 per cent level).
There was no significant relationship with the perception score of different attributes of the dairy products based on age. It was also seen that the overall perception scores, the value of level of significance was more than 0.05 (5 per cent level). Therefore the null hypothesis was accepted. It was concluded that the age had no influence on the perception score of different attributes of dairy products.

6.3.2 Relationship between Education and Perception Score

To test whether there is any relationship between education and perception score of satisfaction level of the respondents the following hypothesis has been framed. “There is no significant relationship with the perception score of different attributes of the dairy products based on education”. The result of the Kruskal Wallis test is shown vide Table 6.3.
### TABLE 6.3
EDUCATION AND PERCEPTION SCORE

<table>
<thead>
<tr>
<th>S.No</th>
<th>Satisfaction Level</th>
<th>Critical Value</th>
<th>Level of Significance</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Milk</td>
<td>6.742</td>
<td>.150</td>
<td>NS</td>
</tr>
<tr>
<td>2</td>
<td>Chocolate</td>
<td>16.588</td>
<td>.002</td>
<td>S</td>
</tr>
<tr>
<td>3</td>
<td>Biscuit</td>
<td>.498</td>
<td>.974</td>
<td>NS</td>
</tr>
<tr>
<td>4</td>
<td>Ice-Cream</td>
<td>8.796</td>
<td>.066</td>
<td>NS</td>
</tr>
<tr>
<td>5</td>
<td>Paneer</td>
<td>.149</td>
<td>.997</td>
<td>NS</td>
</tr>
<tr>
<td>6</td>
<td>Ghee</td>
<td>6.666</td>
<td>.155</td>
<td>NS</td>
</tr>
<tr>
<td>7</td>
<td>Curd</td>
<td>3.581</td>
<td>.466</td>
<td>NS</td>
</tr>
<tr>
<td>8</td>
<td>Butter</td>
<td>3.333</td>
<td>.504</td>
<td>NS</td>
</tr>
<tr>
<td>9</td>
<td>Flavoured Milk</td>
<td>4.178</td>
<td>.382</td>
<td>NS</td>
</tr>
<tr>
<td>10</td>
<td>Overall</td>
<td>.283</td>
<td>.991</td>
<td>NS</td>
</tr>
</tbody>
</table>

Source: Computer from Primary Date Note: S-Significant NS-Not Significant (Significant at 0.05 per cent level).

There was no significant relationship with the perception score of different attributes of the dairy products based on education except the perception score on chocolate. It was also seen that the overall perception scores, the value of level of significance was more than 0.05 (5 per cent level). Therefore the null hypothesis was accepted. It was concluded that the education had no influence on the perception score of different attributes of dairy products.
6.3.3 Relationship between Occupation and Perception Score

To test whether there is any relationship between occupation and perception score of satisfaction level of the respondents the following hypothesis has been framed. “There is no significant relationship with the perception score of different attributes of the dairy products based on occupation”. The result of the Kruskal Wallis test is shown vide Table 6.4

<table>
<thead>
<tr>
<th>S.No</th>
<th>Satisfaction Level</th>
<th>Critical Value</th>
<th>Level of Significance</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Milk</td>
<td>5.271</td>
<td>.261</td>
<td>NS</td>
</tr>
<tr>
<td>2</td>
<td>Chocolate</td>
<td>25.063</td>
<td>.000</td>
<td>S</td>
</tr>
<tr>
<td>3</td>
<td>Biscuit</td>
<td>19.089</td>
<td>.001</td>
<td>S</td>
</tr>
<tr>
<td>4</td>
<td>Ice-Cream</td>
<td>12.868</td>
<td>.012</td>
<td>S</td>
</tr>
<tr>
<td>5</td>
<td>Paneer</td>
<td>1.982</td>
<td>.739</td>
<td>NS</td>
</tr>
<tr>
<td>6</td>
<td>Ghee</td>
<td>3.120</td>
<td>.538</td>
<td>NS</td>
</tr>
<tr>
<td>7</td>
<td>Curd</td>
<td>1.293</td>
<td>.863</td>
<td>NS</td>
</tr>
<tr>
<td>8</td>
<td>Butter</td>
<td>1.838</td>
<td>.766</td>
<td>NS</td>
</tr>
<tr>
<td>9</td>
<td>Flavoured Milk</td>
<td>1.231</td>
<td>.873</td>
<td>NS</td>
</tr>
<tr>
<td>10</td>
<td>Overall</td>
<td>9.843</td>
<td>.043</td>
<td>S</td>
</tr>
</tbody>
</table>

Source: Computer from Primary Date Note: S-Significant NS-Not Significant (Significant at 0.05 per cent level).

There was no significant relationship with the perception score of different attributes of the dairy products based on occupation except the perception score on chocolate, biscuit and ice-cream. It was also seen that
the overall perception scores, the value of level of significance was less than 0.05 (5 per cent level). Therefore the null hypothesis was rejected. It was concluded that the occupation had influenced the perception score of different attributes of dairy products.

6.3.4 Relationship between Annual Income and Perception Score

To test whether there is any relationship between Annual Income and perception score of satisfaction level of the respondents the following hypothesis has been framed. “There is no significant relationship with the perception score of different attributes of the dairy products based on annual income”. The result of the Kruskal Wallis test is shown vide Table 6.5.
### TABLE 6.5
ANNUAL INCOME AND PERCEPTION SCORE

<table>
<thead>
<tr>
<th>S. No</th>
<th>Satisfaction Level</th>
<th>Critical Value</th>
<th>Level of Significance</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Milk</td>
<td>5.585</td>
<td>.134</td>
<td>NS</td>
</tr>
<tr>
<td>2</td>
<td>Chocolate</td>
<td>11.962</td>
<td>.008</td>
<td>S</td>
</tr>
<tr>
<td>3</td>
<td>Biscuit</td>
<td>6.198</td>
<td>.102</td>
<td>NS</td>
</tr>
<tr>
<td>4</td>
<td>Ice-Cream</td>
<td>1.635</td>
<td>.652</td>
<td>NS</td>
</tr>
<tr>
<td>5</td>
<td>Paneer</td>
<td>3.302</td>
<td>.347</td>
<td>NS</td>
</tr>
<tr>
<td>6</td>
<td>Ghee</td>
<td>1.842</td>
<td>.606</td>
<td>NS</td>
</tr>
<tr>
<td>7</td>
<td>Curd</td>
<td>2.885</td>
<td>.410</td>
<td>NS</td>
</tr>
<tr>
<td>8</td>
<td>Butter</td>
<td>1.085</td>
<td>.781</td>
<td>NS</td>
</tr>
<tr>
<td>9</td>
<td>Flavoured Milk</td>
<td>.496</td>
<td>.920</td>
<td>NS</td>
</tr>
<tr>
<td>10</td>
<td>Overall</td>
<td>3.435</td>
<td>.329</td>
<td>NS</td>
</tr>
</tbody>
</table>

Source: Computer from Primary Date Note: S-Significant NS-Not Significant (Significant at 0.05 per cent level).

There was no significant relationship with the perception score of different attributes of the dairy products based on annual income except the perception score on chocolate. It was also seen that the overall perception scores, the value of level of significance was less than 0.05 (5 per cent level). Therefore the null hypothesis was accepted. It was concluded that the occupation had no influence on the perception score of different attributes of dairy products.
6.3.5 Relationship between Marital Status and Perception Score

To test whether there is any relationship between marital status and perception score of satisfaction level of the respondents the following hypothesis has been framed. “There is no significant relationship with the perception score of different attributes of the dairy products based on Marital Status”. The result of the Kruskal Wallis test is shown vide Table 6.6.

### TABLE 6.6
MARITAL STATUS AND PERCEPTION SCORE

<table>
<thead>
<tr>
<th>S.No</th>
<th>Satisfaction Level</th>
<th>Critical Value</th>
<th>Level of Significance</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Milk</td>
<td>4.350</td>
<td>.226</td>
<td>NS</td>
</tr>
<tr>
<td>2</td>
<td>Chocolate</td>
<td>8.495</td>
<td>.037</td>
<td>S</td>
</tr>
<tr>
<td>3</td>
<td>Biscuit</td>
<td>3.229</td>
<td>.358</td>
<td>NS</td>
</tr>
<tr>
<td>4</td>
<td>Ice-Cream</td>
<td>3.833</td>
<td>.280</td>
<td>NS</td>
</tr>
<tr>
<td>5</td>
<td>Paneer</td>
<td>.651</td>
<td>.885</td>
<td>NS</td>
</tr>
<tr>
<td>6</td>
<td>Ghee</td>
<td>1.796</td>
<td>.616</td>
<td>NS</td>
</tr>
<tr>
<td>7</td>
<td>Curd</td>
<td>2.181</td>
<td>.536</td>
<td>NS</td>
</tr>
<tr>
<td>8</td>
<td>Butter</td>
<td>1.293</td>
<td>.731</td>
<td>NS</td>
</tr>
<tr>
<td>9</td>
<td>Flavoured Milk</td>
<td>2.897</td>
<td>.408</td>
<td>NS</td>
</tr>
<tr>
<td>10</td>
<td>Overall</td>
<td>.163</td>
<td>.983</td>
<td>NS</td>
</tr>
</tbody>
</table>

Source: Computer from Primary Data  Note: S-Significant NS-Not Significant (Significant at 0.05 per cent level).
There was no significant relationship with the perception score of different attributes of the dairy products based on marital status except the perception score on chocolate. It was also seen from table 6.6 that the overall perception scores, the value of level of significance was more than 0.05 (5 per cent level). Therefore the null hypothesis was accepted. It was concluded that the marital status had no influence on the perception score of different attributes of dairy products.

6.4 SUMMARY

It was observed that there was significant relationship between the profile of the respondents and the opinion of the respondents towards their problems in milk and dairy products. The perception score of problem differs between male and female respondents, the age group of respondents below 20 years and other groups, the illiterate group and other groups, the private employees and the other groups, the income group of above Rs.2,00,000/ and the other groups, the married group, unmarried and other group of people like widows or widower.

It was observed that there was no significant relationship with the perception score of satisfaction level towards different attributes of the dairy products based on gender, age, education, annual income and marital status. Only Occupation had influenced the perception score of satisfaction level towards different attributes of dairy products. As far as the overall satisfaction is concerned the respondents were found to be much satisfied
with the ice-creams than other dairy products. The players of other dairy products have to improve their quality, taste and other attributes to attract and retain the consumers.