

A Study On The Impact Of Consumer Buying Behavior Towards Milma Products

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ABSTRACT

The study that follows focuses on how the buying choices of customers might affect the goods that Milma markets. Considering a population sample of 100 people in the village of Pathiyoor, the study was carried out employing a variety of statistical techniques, including graphical evaluation and Chi square analysis. The study was able to determine that there is no correlation between income and the cost of purchasing Milma goods, and the investigation was able to shed light on several ways in which the firm may increase its hold on the market.

INTRODUCTION

Diary technology is a branch of dairy science, which is associated with the milk processing and manufacturing various subproducts on a large scale. Milk occupies an important position in India's diet. Ten ounces of milk a day is recommended as part of a well-rounded diet for adult Indians, according to the Indian Council of Medical Research's nutrition advisory council. A majority of milk produced in India comes from the countryside, thus, farmers find it challenging to bring it to towns and cities. Small farmers deal with a variety of issues. Small marginal farmers who struggle to find a market produce the milk in remote locations. At Milma Dairy, cutting edge technologies are used in the management of milk and dairy products.

Gaining client confidence through flavor, standard and freshness is the major task for businesses. The dairy industry in the country is expanding quickly and thriving in FMCG goods. Marketers must understand how buyers feel about their company's brand of milk and milk-related goods in terms of accessibility, acceptability, and cost. Hence the study tries to understand "The Impact on Consumer Buying Behavior towards Milma products". As milma is a major producer of dairy products, The buying behavior of customers is an important part of the marketing activities.

The present study is confined to consumer buying behavior towards Milma products at pathiyoor village in Alappuzha. It basically focuses on the factors affecting the buying habit of consumers which include price, availability, contents, the popularity of the product, quality, taste etc.. that determines the brand of milk and dairy products they use.

REVIEW OF LITERATURE

The dairy industry is of at most importance as it provides large scale employment and initiate development. As most of the milk is collected from the rural areas, it would help in development of the rural areas. The dairy industry is interconnected with the farmers in several ways like feeder cultivation and so on. According to Jawad Saleem in 2007, farmers are linked to both dairy and cultivation, and their rate of profit is rather low. Dairy is hardly a vocation that they are passionate about. A significant portion of the dairy produced is wasted, there is a lack of development of infrastructure and refrigeration units as well as additional facilities. Because of these numerous issues, farmers find this business unappealing, therefore its development is falling short of expectations.

In order to put these milk and its products into the market, a good knowledge of the market would be necessary. Manali Khaniwale (2005) stated that Customer behavior is an investigation of people and the strategies they use to select, use, and manage goods and services to satisfy their needs.

Grunert (2015) had analyzed the elements associated with the consumer's food preception and decision making associated with food choice. He concluded that safety and quality are the two most important factors. Several factors have a straight and incidental impact on the customer's buying behaviour towards an item. Ananda Kumar (2014) investigated the variables influencing customer's choices on which brand of milk and milk-related items to purchase when purchasing dairy goods.

Similarly, Albert De Vries and Lane Ely (2005) According to a study on Mother Dairy's competitive assessment, flavor is the second most significant factor influencing the purchasing choices of customers. Sixty-six individuals among a thousand families examined do not use MD milk because they believe the flavor is inappropriate. They didn't enjoy the flavor because they were used to drinking different brands or the fresh milk which the nearby dairy sold.

The willingness of the consumers to spend on the milk and dairy products determines the success of this indutry. According to Rakesh (1997), the amount people spend on milk is rising in cities as well as villages , but spending on cereal is falling. All of this is indicative of rising usage of milk, which is expected to continue in the coming years (Rakesh Saxena, "Demand for Milk and Milk Products," Dairy India, 1997).

Suresh, M., & Yogesh, S. B. (2019, December), on their study relating the various things that influecnce the customers buying behaviour on various paint products found out that the most important aspect driving a buying choice is product variance, which is followed by a competitive price and a reliable product.

Similary, Raj, B., & Gupta, D. in a study conducted on 2018 September, on the variables that has an impact on the respose of cutomers to marketing gamification had analyzed how consumers feel about gamification in marketing and how gamification components affect loyalty to the brand. According to the study, attitudes toward gamification are positively correlated with gamification aspects. The effect of promotional gamification on brand loyalty is also influenced by participation and purchasing patterns.

In addition to that, Prasad, R., & Umesh, S. (2016, September) had conducted investigation into the elements influencing South Indian consumers' preferences for unbranded, unpackaged rice. Some respondents' perceptions about the presence of pollutants in bagged rice, its limited availability in remote locations, the fact that many rural people cultivate their own rice, and other facts were also revealed by the survey.

RESEARCH DESIGN

The study shall be condcuted by using primary data collected from relevant sources by online as well as personal methods of data collection. The research focuses on understanding the level of customer satisfaction towards the products marketed by milma , identifying the impact of price on the milma products purchases by consumers . It also aims to access the user's brand loyalty toward the milma products. Moreover, the study tries to find if any relationship exists between the income and expenditure of buying milma products. The information gathered from sources will be examined utilizing diagrams to represent the examples. The further information investigation will zero in on recognizing the fundamental subjects and synchronize the discoveries to address the exploration questions. The Research design will comply with the moral rules to guarantee that the review is led with trustworthiness . The review will just utilize freely accessible information that had been distributed by dependable sources and will guarantee that the information is utilized properly

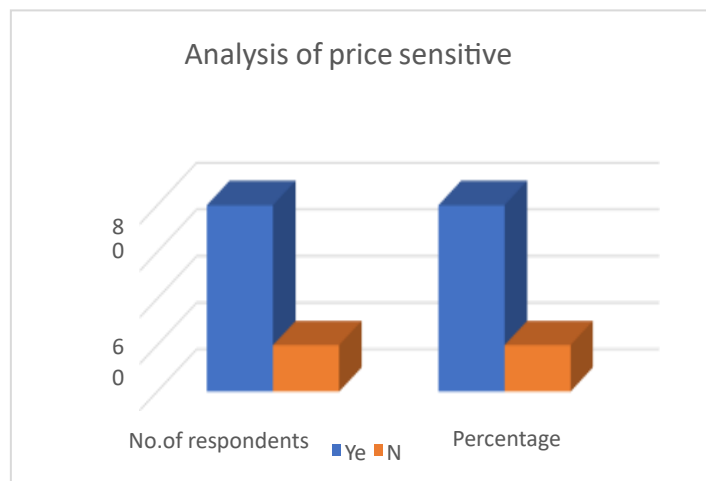
DATA

The study uses only primary data that had been collected using convenient sampling method among a sample size of 100 users of milma products in the Pathiyoor village in district of Alappuzha. The data had been collected using questionnaire that had been distributed among the consumers via Online as well as personally during the period of 6 months. Literature review has been conducted on the topic to develop overall understanding of the topic .The review of literature comprises a methodical examination of the body of knowledge already available on the subject, along with its theoretical framework and research goals. Overall, a careful and precise technique will be used during the data collection phase of this research project to guarantee the reliability, accuracy, and generalization of the results.

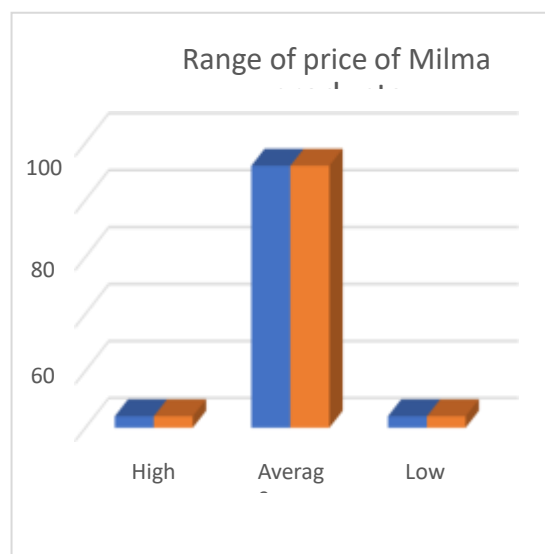
DATA ANALYSIS

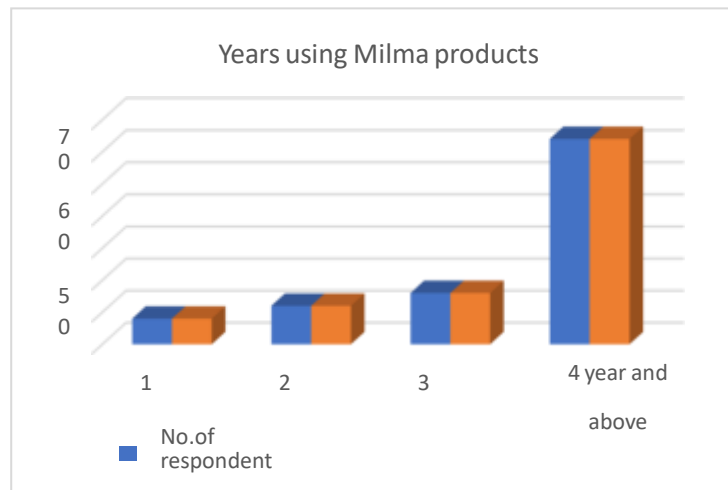
The data collected from the studies has been analyzed using Quantitative analysis. Various graphs has been used to analyze to data to arrive at a reasonable conclusion . The analysis focused on illustrating the various patterns and findout the various factors influencing the buying , customer satisfaction and brand loyalty.

INTERPRETATION



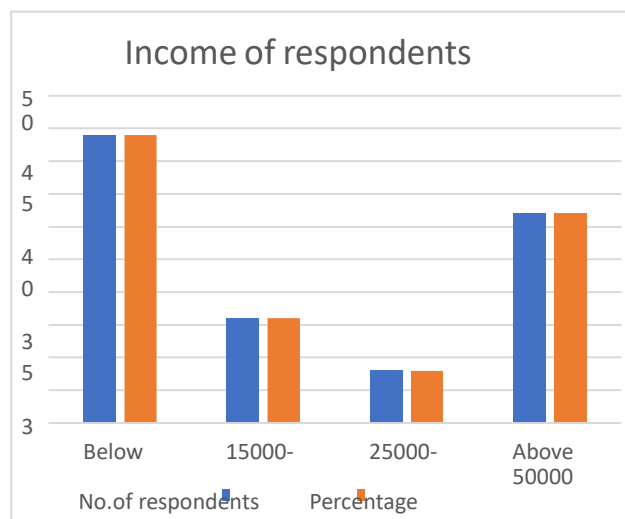
The Pie chart illustrates the percentage of customer satisfaction towards products by milma. Of the 100 respondents, all 100% of the repliers were satisfied with the products marketed by milma. Several factors have a direct as well as indirect impact on the purchase of the milma products, An important determinant in the customers buying behavior were their sensitivity to price. The graph shows helps us to understand that 80% of the customers are price sensitive.



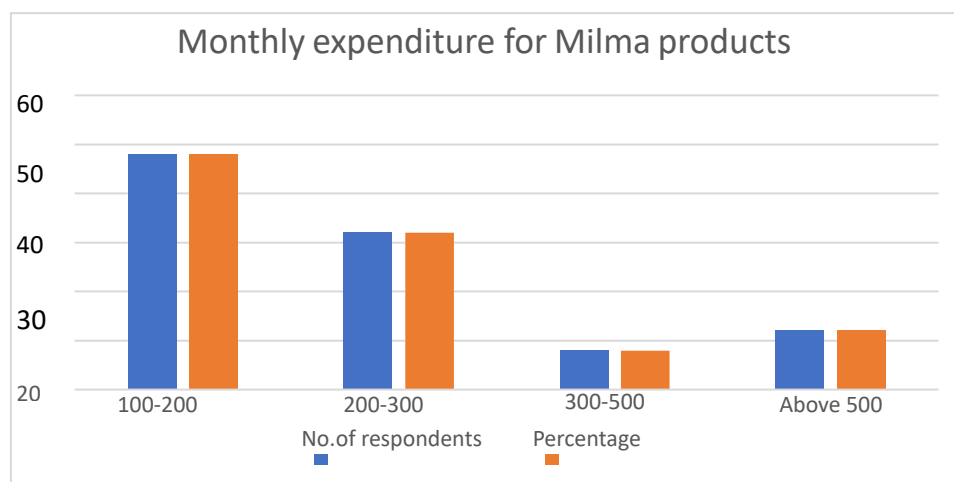


The further question pertaining to the range of price of milma products. This information would supplement the customer's opinions about their sensitivity to price towards the products and help to understand their opinion regarding the range of products offered by the company.

In order to understand the loyalty among consumers, the surveyed included questions relating to the number of years of using milma products. Out of 100 respondents, majority (64%) of respondents are buying Milma products for more than 4 years, 16% uses for 3 years, 12% of them uses for 2 years and remaining 8% uses for 1 year.



The above table and figure shows that 44% of respondents earn per month below 15000, data of respondents earn above 50000, 16% belongs to the category of 15000 to 25000 and 8% respondents earn above 25000 to 50000.



The above table and figure shows that 48% of respondents spent monthly expenditure of 100-200 for buying Milma products, 32% of them are spent 200-300, 12% of respondents are spent more than 500 and the remaining 8% of respondents are spend 300-500 for buying Milma Products.

O	E	(O-E) ²	(O-E) ² /E
26	21.12	23.8144	1.1275
12	17.6	31.36	1.7818
15	14.08	0.8464	0.06011
12	12	0	0
12	15.36	11.2896	0.735
15	10.24	22.6576	2.2126
8	7.36	0.4096	0.05565
TOTAL			5.97266

Relationship between Income and expenditure of buying milma products

Expenditure	Income Level				Total
	Below 15000	15000-25000	25000-50000	Above 50000	
100-200	26	8	2	12	48
200-300	10	5	2	15	32
300-500	2	2	2	2	8
Above 500	6	1	2	3	12
Total	44	16	8	32	100

Test	Level of significance	Degree of freedom	Calculation	Table value
Chi- square	0.05	9	5.97	16.919

As the computed value is smaller than the value shown in the table, we accept that there is no. relationship between income and expenditure of buying Milma products.

FINDINGS

The customers are the important source of income to any business ,Thus maintaing loyal customers and ensuring their satisfaction is of atmost importance. The study help us to understand that all the customers of Milma are satisfied with the prodcuts they offer. Moreover, the selection of a FMCG mainly depends depends on the price sensitivity of the product, As for milma, 80% of the customers have replied to be sessitive to price , which is important for the company to determine its price range and profit ratio. On futher questions relating to the price sensitivity, 92% customers were of the opinion that the price levels of the products were average. For any business, retainig customers is as important as expanding to new customers. Given the answers reagarding the time period for which they have been Milma customers, the majority stated that they have been using the product for over 4 years, which would enable to comapany in developing their strategies.

CONCLUSION

Overall, the study looks into the dynamics of customer loyalty, Price impact , the relationship between price and willingness to spend and customer's satisfaction levels.

With regards to the various questions raised in the study, we were able to summarize that the Consumer buying behavior towards Milma products are positive . Further analysis of the data enabled us to understand that the all the customers are fully satisfied with Milma products. As for the sensitivity towards price , 4/5 th of the coustomers have proved to be price sensitive. The products that are being sold by milma have a high customer loyalty in the market . Moreover, the findings has reveled that there is no. relationshipbetween income and expenditure of buying Milma products in the Pathiyoor Panchayat.

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