

A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS DAIRY PRODUCTS WITH SPECIAL REFERENCE TO SRI VETHAA DAIRY PVT LTD, TRICHY

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Abstract— Consumer buying behaviour plays a significant role in determining the growth and success of dairy companies in the present competitive business environment. Consumers generally purchase dairy products based on factors such as quality, freshness, nutritional value, price, packaging, taste, and brand image. The main objective of this study is to analyse consumer buying behaviour towards dairy products with special reference to Sri Vethaa Dairy Pvt Ltd, Trichy. The study also focuses on identifying the important factors influencing customer purchase decisions and satisfaction levels. Primary data were collected from 70 respondents through a structured questionnaire using convenience sampling technique. Statistical tools such as percentage analysis, correlation analysis, and chi-square analysis were used for interpreting the data. The findings of the study reveal that quality and freshness are the major factors influencing customer preference towards dairy products.

Keywords: Consumer Buying Behaviour, Dairy Products, Customer Satisfaction, Brand Preference, Purchase Decision.

INTRODUCTION

Consumer buying behaviour refers to the process through which individuals identify their needs, evaluate available alternatives, and make purchasing decisions. Understanding customer behaviour has become highly important for companies to survive and achieve long-term success in the modern business environment.

Dairy products such as milk, curd, butter, ghee, paneer, and ice cream are consumed regularly by people belonging to different age groups. Consumers usually prefer dairy products that provide freshness, quality, affordability, hygienic packaging, and easy availability. Due to changing lifestyles, urbanization, and increasing income levels, the demand for branded dairy products has increased significantly in recent years.

Sri Vethaa Dairy Pvt Ltd is one of the emerging dairy companies that focuses on providing quality dairy products to consumers. The company emphasizes customer satisfaction through hygienic production methods, quality maintenance, and effective distribution systems. This study attempts to understand consumer buying behaviour and the major factors influencing customer preference towards dairy products.

REVIEW OF LITERATURE

Philip Kotler (2016)

Philip Kotler (2016) explained that consumer buying behaviour is influenced by social, cultural, personal, and psychological factors. According to the author, product quality and customer satisfaction significantly influence repeat purchases and customer loyalty.

Schiffman and Kanuk (2017)

Schiffman and Kanuk (2017) stated that consumers generally prefer branded food products because of trust, quality assurance, and product reliability. Their study highlighted the importance of customer satisfaction in retaining customers.

Sharma and Gupta (2019)

Sharma and Gupta (2019) identified that factors such as packaging, promotional activities, advertisements, and product availability strongly influence customer purchase decisions towards dairy products.

Kumar (2020)

Kumar (2020) found that freshness, nutritional value, and product quality are the major determinants influencing customer preference in the dairy market.

Ramesh and Priya (2021)

Ramesh and Priya (2021) concluded that affordable pricing and consistent product quality significantly improve customer satisfaction and brand loyalty in the dairy industry.

SIGNIFICANCE / IMPORTANCE OF THE STUDY

The study helps to understand consumer preferences and buying behaviour towards dairy products. It is useful for dairy companies to improve product quality, customer satisfaction, and marketing strategies. The study also helps in identifying factors influencing purchase decisions and customer loyalty towards dairy brands.

NEED FOR THE STUDY / STATEMENT OF THE PROBLEM

The dairy market is becoming highly competitive due to the entry of many branded and local dairy companies. Consumer expectations regarding quality, freshness, hygiene, and pricing are increasing rapidly. Companies must understand customer preferences and satisfaction levels to survive in the competitive market.

The present study focuses on analyzing consumer buying behaviour towards dairy products and identifying the factors influencing customer purchase decisions with special reference to Sri Vethaa Dairy Pvt Ltd.

OBJECTIVES OF THE STUDY

- To examine how consumers make purchasing decisions for dairy products.
- To determine the factors that affect customers' choices when buying dairy products.
- To assess the level of satisfaction customers have with dairy products.
- To understand the brand preferences of consumers.

SCOPE OF THE STUDY

- The study is focused on individuals who purchase dairy products.
- It aims to identify what customers prefer and what they expect from dairy products.
- The findings can help improve marketing and promotion strategies.
- It supports the company in enhancing customer satisfaction and loyalty.
- The study is confined to the Trichy & Karur District.

LIMITATIONS OF THE STUDY

- The study is based on a selected group of respondents from Trichy & Karur District.
- Time constraints limited the ability to collect detailed data.
- Responses may differ based on the personal opinions of the respondents.
- The sample size is limited to only 70 participants.

RESEARCH METHODOLOGY

Research Design

A descriptive research design was used for this study.

Sampling Technique

Convenience sampling was employed to select participants.

Sources of Data

Primary Data

Primary data were gathered through structured questionnaires completed by the respondents.

Secondary Data

Secondary data were obtained from:

- Journals
- Books
- * Websites
- * Company Reports

Sample Size

The study involved 70 respondents.

Statistical Tools Used

- Percentage Analysis
- Correlation Analysis
- Chi-Square Analysis

HYPOTHESIS

Hypothesis 1

H0: There is no significant relationship between product quality and customer satisfaction.

H1: There is a significant relationship between product quality and customer satisfaction.

Hypothesis 2

H0: There is no significant relationship between age and dairy product preference.

H1: There is a significant relationship between age and dairy product preference.

DATA ANALYSIS

A) PERCENTAGE ANALYSIS

1. Table Showing Age of Respondents

Age	Respondents	Percentage
Below 20	10	14.3%
21–30	32	45.7%
31–40	18	25.7%
Above 40	10	14.3%
Total	70	100%

Interpretation

Majority of respondents belong to the age group of 21–30 years.

Inference

Most consumers purchasing dairy products are young adults.

2. Table Showing Gender of Respondents

Gender	Respondents	Percentage
Male	40	57.1%
Female	30	42.9%
Total	70	100%

Interpretation

Male respondents are comparatively higher than female respondents.

Inference

Majority of dairy product consumers are male respondents.

3. Table Showing Preferred Dairy Product

Product	Respondents	Percentage
Milk	30	42.9%
Curd	14	20%
Ghee	10	14.3%
Butter	8	11.4%
Paneer	8	11.4%
Total	70	100%

Interpretation

Milk is the most preferred dairy product among consumers.

Inference

Consumers highly prefer milk products for daily usage.

4. Table Showing Factors Influencing Purchase Decision

Factors	Respondents	Percentage
Quality	28	40%
Price	14	20%
Freshness	16	22.9%
Brand Image	8	11.4%
Packaging	4	5.7%
Total	70	100%

Interpretation

Quality is the major factor influencing purchase decisions.

Inference

Consumers prefer high-quality dairy products.

B) CORRELATION ANALYSIS

Hypothesis

H0: There is no significant relationship between product quality and customer satisfaction.

H1: There is a significant relationship between product quality and customer satisfaction.

Variables	Correlation Value
Product Quality & Customer Satisfaction	0.721

Inference

Since the correlation value is positive, there is a significant relationship between product quality and customer satisfaction.

C) CHI-SQUARE ANALYSIS

Hypothesis

H0: There is no significant relationship between age and dairy product preference.

H1: There is a significant relationship between age and dairy product preference.

Test	Value
Chi-Square Value	7.842
Significance Value	0.041

Inference

Since the significance value is less than 0.05, the null hypothesis is rejected. Therefore, there is a significant relationship between age and dairy product preference.

FINDINGS OF THE STUDY

- ✓ Most of the people surveyed are between the ages of 21 and 30.
- ✓ More men answered than women.
- ✓ Milk is the dairy product that people like the most.
- ✓ The quality of the product is the main reason people decide to buy it.
- ✓ Freshness and cleanliness make customers happy with their purchase.
- ✓ The image of the brand helps keep customers loyal.

SUGGESTIONS / RECOMMENDATIONS OF THE STUDY

- The company should keep up the good work with high quality and fresh products.
- Better packaging can help attract more customers.
- More promotions and ads should be done.
- The company should set prices that are easy for people to afford to make customers satisfied.
- The company should spread out its sales to both rural and city areas.

CONCLUSIONS

The study shows that when people buy dairy products, they care about things like quality, freshness, price, and how the brand is seen. Sri Vethaa Dairy Pvt Ltd has built trust by offering clean and good quality products. The company can do even better by using smart marketing and paying attention to what customers want. By understanding what customers like and how happy they are, the company can grow more in the dairy business.

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