

Consumer Perception Regarding Milk Industry in Delhi-NCR

Priya Rathi, Assistant Professor, KIET Group of Institutions, Ghaziabad, U.P., India

Aakriti Mishra, MBA Student KIET Group of Institutions, Ghaziabad, U.P., India

Hemant Maheshwari, MBA Student KIET Group of Institutions, Ghaziabad, U.P., India

ABSTRACT

Since last 15 years India continues to be the largest producer and consumer of milk. Despite the fact that people are fully aware of the various packaged milk brands available in the market and their readiness to purchase still there is gap between availability of packaged milk and its purchase. This research paper was conducted in Delhi-NCR region whereby people prefer packaged milk but their priority is still the loose milk. The companies should bridge the gap between fresh milk and packaged milk and should try to gain consumer confidence to attract more sales.

KEYWORDS: *packaged milk, consumer perception*

INTRODUCTION

In a country like India where vegetarian diet is prevalent, milk contributes a very pivotal part in daily diet of people. India turns out to be the largest producer as well as the largest consumer of milk. Apart from being the first glass in the morning, milk serves various other benefits too. The per capita milk availability which used to be 307 gm/day in 2013 -14 has increased to 351 gm /day in 2016 -17. Not only this, the production of milk has also increased to 18.81% as compared to 2013-14

The increase in milk production has increased the income of dairy farmers as well which has led to numerous possibilities for entrepreneurs across the world. It was during 2011 -14 that

milk production used to be only 4% and it later rose to 6% in 2014-17 which clearly states that the annual growth rate of world milk production has increased by 2% Purchasing power of people and the consumption pattern of milk is in direct proportion, the rate of increment between the two is similar. Milk along with its diverse benefits forms the only source of animal protein for the largely vegetarian population of the country.

Driving forces like attraction towards high protein diet, increased awareness and fitness freak trends are acting as factors of driving demand.

Milk is of utmost importance it is so much into the daily practices that it has become a vital part of our daily lives , Milk is used everywhere may it be in the Hindu rituals , may it be or making sweets which act as offerings to the almighty may it be the used to bathe Hindu idols during festivals not only this and it is present in an infant's first food to the last rituals after death.

Despite the remarkable progress of Indian dairy sector, large proportion of milk is marketed informally and in unorganized sector. Informal markets are booming these days only because of customer's ignorance, lack of awareness and unwillingness to pay extra for packaging and processing of milk. Formal market fails to cut down their costs due to cost constraints like quality control, processing, packaging, taxation and many more. Also, there still exists a perception that loose milk is fresher and superior in quality than the packaged milk and because of this perception the sales of packaged milk is low as compared to the packaged milk There may be enormous other factors causing the mediocrity of packaged milk in Indian market. So it is of utmost importance to study about the perceptions of consumers towards packaged milk and how they get attracted to purchase it so that actions can be taken to make it all the more appealing for the customers

LITERATURE REVIEW

“Customers’ Brand Preference on Pasteurized Packaged Milk” (2011) S. Arun Kumar and Sumathy have made a study to understand the brand preference of customers over the packaged milk. 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 marketer’s brand building exercise. “Kosovo consumer buying behaviour preferences and demand for milk and dairy products” (2009) 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. 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 21 factors. 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 27 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.

OBJECTIVES OF STUDY

1. To know what the consumer prefers, is it packed milk or loose milk.
2. To analyse the buying behaviour of consumers in Delhi –NCR region
3. To find out the various factors that drives consumers purchasing pattern
4. To analyse the reasons of consumer preferences.

RESEARCH METHODOLOGY

Research approach and research design: -

To conduct this study, quantitative techniques have been used. The data generated through the consumers was quantified and converted into measurable form. Since the finding of the research needs to be conclusive, hence descriptive research has been used

Population universe and sampling: -

Population universe for the research consisted of the residents of Delhi –NCR region in district Uttar Pradesh, India. Method of sampling was Convenience sampling to select a sample of 100 (out of which 56 are acceptable) respondents based on their willingness to participate in the survey.

Data collection method, tool and scaling: -

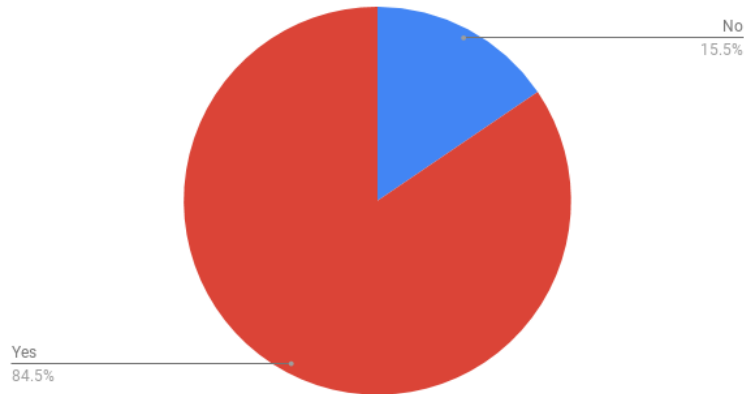
Data was collected through survey method. Questionnaire schedule was the prime tool for data collection. The questionnaire consisted of 2 sections namely, (1) demographics, and (2) Factors influencing buying decision

DATA ANALYSIS

1) Do you prefer to have packaged milk?

ALTERNATIVES	RESPONSE.
Yes	49
No	9

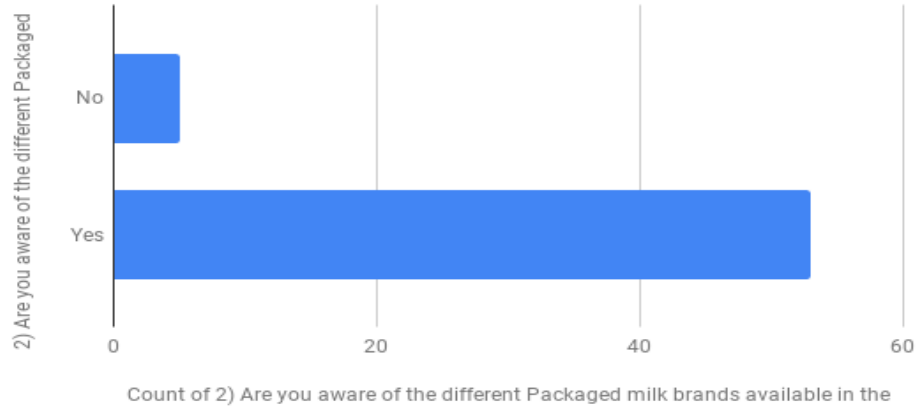
Count of 1) Do you prefer to have packaged milk?



2) Are you aware of the different packaged milk brands available in the market?

ALTERNATIVES	RESPONSE.
Yes	53
No	5

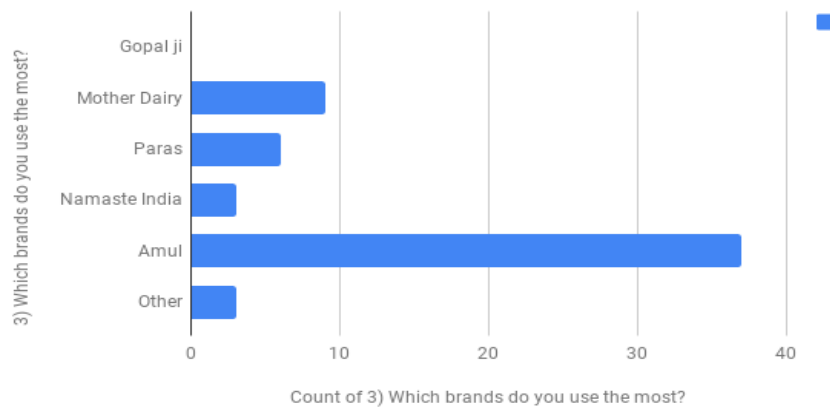
Count of 2) Are you aware of the different Packaged milk brands available in the market?



3) Which brands do you use the most?

ALTERNATIVE	RESPONSE	ALTERNATIVE	RESPONSE
Paras	6	Namaste India	3
Amul	37	Gopal ji	0
Mother Dairy	9	Other	3

Count of 3) Which brands do you use the most?

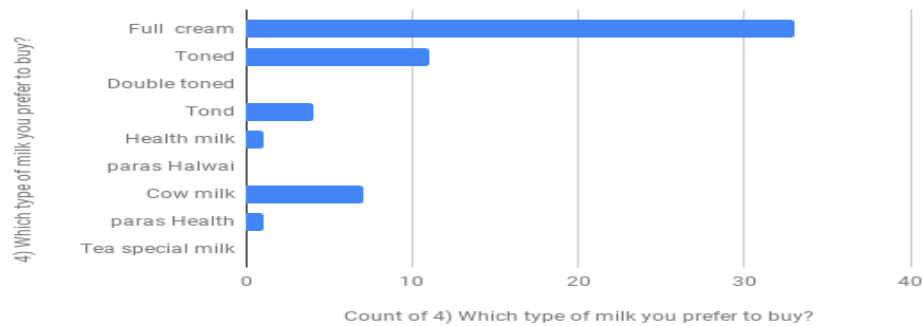


4) Which type of milk you prefer to buy?

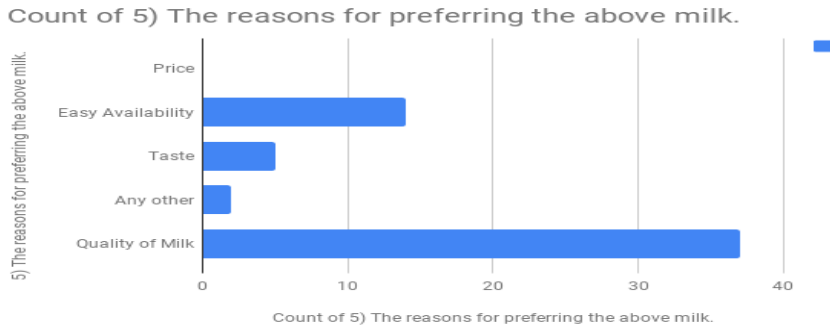
ALTERNATIVES	RESPONSE	ALTERNATIVES	RESPONSE
Toned	10	Paras Health milk	0
Double toned	0	Cow milk	6
Full cream	30	Toned	4
Halwai milk	0	Health milk	1
Tea special milk	0		

ALTERNATIVES	RESPONCE.
Quality of Milk	34
Price	0
Easy Availability	10
Taste	5
Any other	2

Count of 4) Which type of milk you prefer to buy?



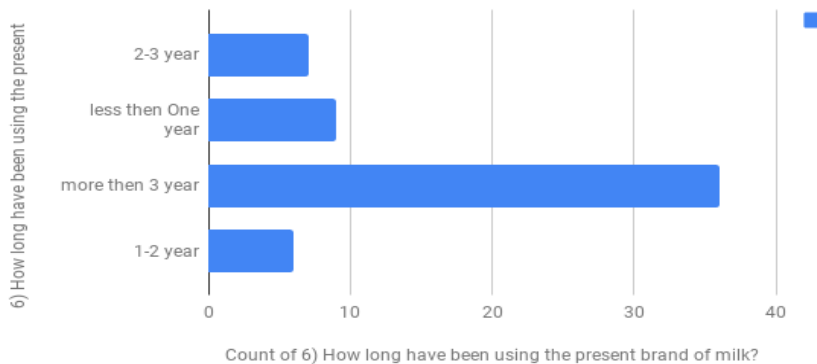
5) The reasons for preferring the above milk.



6) How long have been using the present brand of milk?

ALTERNATIVES	RESPONSE.
less than One year	9
1-2 year	6
2-3 year	7
more than 3 years	36

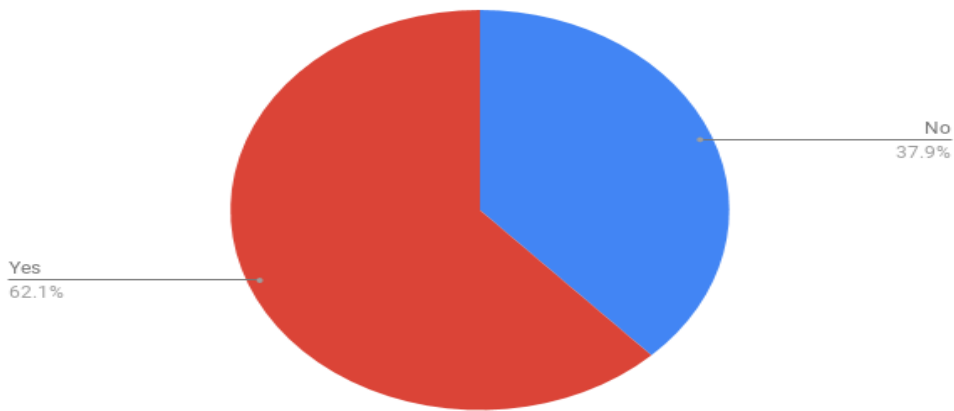
Count of 6) How long have been using the present brand of milk?



7). Are you a regular user of packaged milk?

ALTERNATIVES	RESPONSE.
Yes	36
No	22

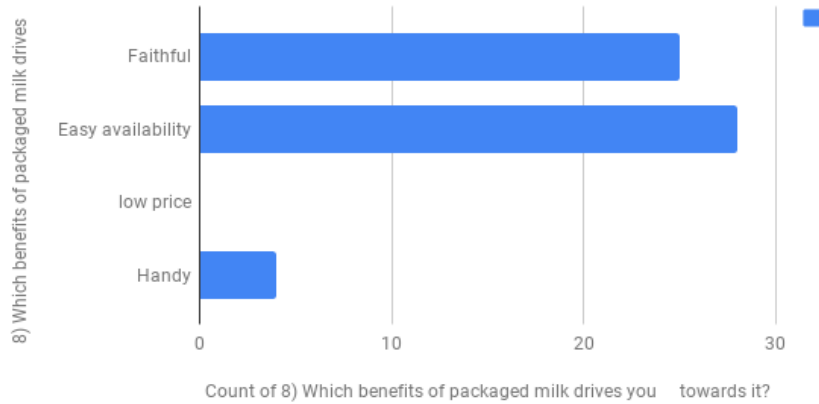
Count of 7). Are you a regular user of packaged milk?



8) Which benefits of packaged milk drives you towards it?

ALTERNATIVES	RESPONSE.
low price	0
Easy availability	28
Handy	4
Reliable	25

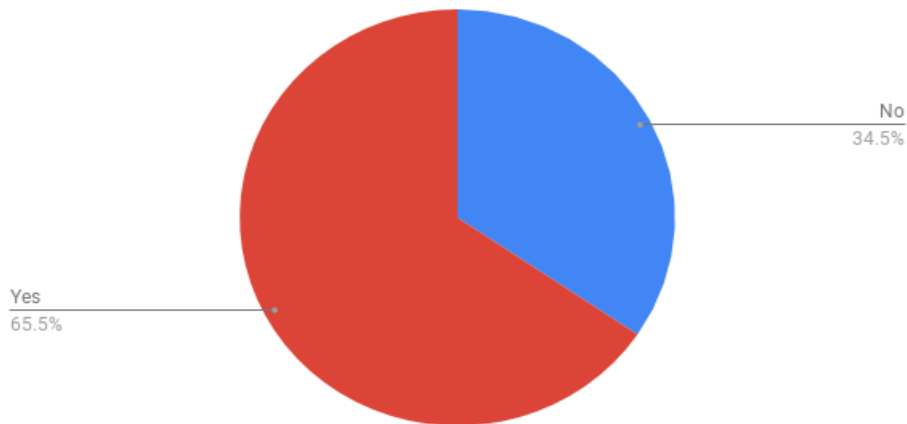
Count of 8) Which benefits of packaged milk drives you towards it?



9) Do you feel that packaged milk is safe and not adulterated?

ALTERNATIVES	RESPONSE.
Yes	38
No	20

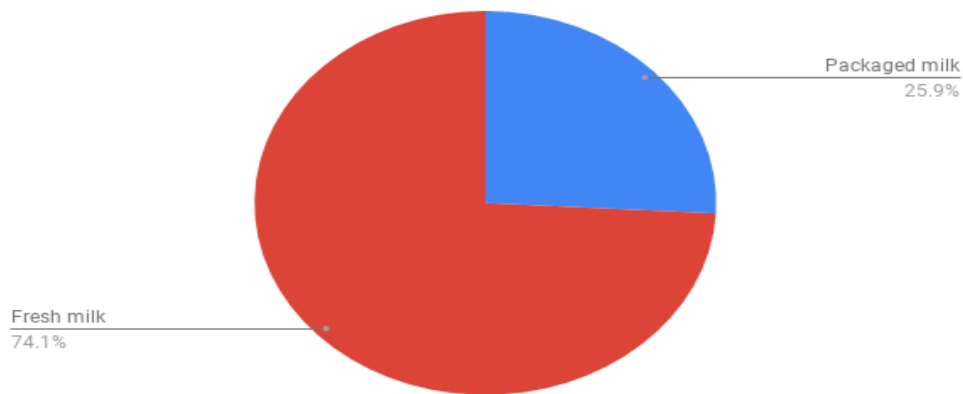
Count of 9) Do you feel that packaged milk is safe and not adulterated?



10) If given a choice between fresh milk and packaged milk, what will you prefer?

ALTERNATIVES	RESPONSE.
Fresh milk	43
Packaged milk	15

Count of 10) If given a choice between fresh milk and packaged milk, what will you prefer?



LIMITATIONS

1. This study is restricted only to the DELHI –NCR region so, the results may not be Applicable to o their areas.
2. This study is based on the prevailing customer’s preference, but the customer’s
3. Preference may vary according to time, income, technological development, or any other factor.
4. The population of the study is huge but the researcher has taken only 100 sample respondents of milk consumers.
5. Human behaviour may lead to biasness

6. The respondents were having their own priorities and were not interested in responding rightly.

7. Sampling technique used is conclusive, which has its own shortcomings

CONCLUSION

India turns out to be the largest producer as well as the largest consumer of milk. With the growing dual working class and movement of people towards the urban area the consumption of packaged milk has increased drastically. Not only they are ready to purchase the packaged milk but they are fully aware of all the brands available in the market. In which by breaking the competitor clutter the Amul full cream is able to achieve the high top of mind recall. Although the people feel that the packaged milk is safe for drinking but still if they got an opportunity than they will like to purchase the fresh milk. though our study still require more survey to be conducted as the results has landed our research into a big dilemma about the consumer preference of packaged milk over the long said traditional fresh milk. Company's should try to remove this phase of confusion and try to bridge that gap between fresh milk and packaged milk, and gain the confidence of consumers and attain the customer loyalty towards the packaged milk rather than only beating around the bush i.e. brand loyalty

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