



An Edited book

**SUSTAINABLE CONSUMPTION ON A
WORLDWIDE SCALE**

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EDITORIAL MESSAGE

We take great pleasure in welcoming you to our Edited Book. The immediacy of e-based publication makes it possible for us all to be fully connected to each other and to developments in our field and to be directly involved in ongoing knowledge construction.

With several economies gearing towards the end of lockdowns, it's time for organizations to implement Post-COVID-19 business recovery strategies. Although it will let organizations restore balance to an extent, total recovery from the crisis is going to be a long and strategic battle. With these concepts in mind, we invited with scholarly discussions to facilitate new ideas for business sectors. This book also stands as a platform for Students and research scholars to express their innovative business models and solutions.

We are thankful to all academicians, research scholars and students who have contributed for this edited book. We also acknowledge the valuable suggestions and support offered by our colleagues and students. We are delighted that you are joining us as readers and hope you will also join us as contributors.



Dr.K.Sasi Kumar

Editor- in -Chief

Sustainable Consumption on a Worldwide Scale

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A STUDY ON CONSUMER PERCEPTION TOWARDS MILKY MIST PRODUCTS IN COIMBATORE CITY

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ABSTRACT

India has the credit of being the largest producer as well as the biggest consumer of milk in the world. It also has the world's largest dairy herd (comprised of cows and buffalos). In 2010-11, livestock generated output was worth INR 2,075 billion (at 2004-05 prices) which comprised 4 per cent of the GDP and 26 per cent of the agricultural GDP. Statistics of National Dairy Development Board (NDDB), the dairy cooperative network in the country includes 177 milk unions covering 346 districts and over 1, 33,000 village-level societies with a total membership of nearly 14 million farmers.

1. INTRODUCTION ABOUT THE STUDY

India is predominantly an agrarian economic country with a population of 1,220,200,000 (1.22 billion) as of the census of 2012. Most of the people living in rural areas depend on agriculture and animal husbandry and allied activities for the livelihood. Dairy sector contributes significantly in generating employment to the landless laborers of rural India. "India recorded peak production of milk at 132.43 million tones (MT) in 2012-13, becoming the top milk producer globally according to the pre-budget Economic Survey. Milk production in the year 2011-12 was 127.9 Million tones, according to the National Dairy Development Board (NDDB) data. The average year-on-year growth rate of milk at 4.04 per cent vis-a-vis the world average of 2.2 per cent shows sustained growth in availability of milk and milk products for the growing population".

Indian dairy farming has been characterized by co-operatives involving millions of men and women. Indian special products have been broadly are in the categories of dairy and poultry products, vegetables and fruits, spices, cereals, oil seeds, edible oils and certain processed products.

Milk production is primarily a supplementary occupation for small landowners or landless workers. There are no official numbers of dairy farms and estimates vary widely. Some

estimates state that around 70 million rural households are engaged in milk production.

Around the last century, larger farms specialized only in dairy products appeared. Large-scale dairy farming is only viable where either large quantities of milk are needed to make more durable dairy products such as cheese, butter, etc., or there is a sizeable market of people who have the money to buy milk but no cows of their own.

2. OBJECTIVES OF THE STUDY

- To analyze the consumption and utilization of milk mist products.
- To identify how customers perceive milk mist.
- To study the factors affecting the purchase of milk mist products.
- Investigate the level of consumer satisfaction.
- To identify the problems that consumer are facing.

3. SCOPE OF THE STUDY

There is a scope an, the consumer and buying behavior of milky mist products. And also, it tries to explore the satisfactory level of the consumer to bring out their problems in using the product. The company is export strategy can be analyzed in the futuristic years.

4. STATEMENT OF THE PROBLEM

In the present world packed milk products are highly movable and lovable one by the customer in are age groups. Many milk products are available in the market among all one of the highly movable and milky mist products are highly aware and bought by the customers. The company doing export also. How owe home market consider the export quality milk products. And this milky mist company ranks under top 15 milk product company. So, the researchers choose this milky mist company for research. To find out the perception and satisfaction of export quality products lot of star hotels in Coimbatore they prefer milky mist company products scope.

5. LIMITATION OF THE STUDY

- The study is restricted to Coimbatore only.
- Due to time constrain the questionnaire was collected only from the 100 respondents.

6. REVIEW OF LITERATURE

- **Armstrong et al., (2005)** in their study "Marketing health-promoting foods: implications from the dairy sector" found that the agri-food industry has the potential to expand further, especially in the case of value-added foods. Products, among which healthy foods should be considered an important subset. However, developing a better consumer segmentation and product positioning strategy is a prerequisite.
- **Shukla (2004)** in her article entitled "Rural or Urban? The Chick dilemma" revealed that regional brands were making serious inroads into the territories once held by the national brands. There was a caveat: no one's yet completely dislodged existing national champs the way norma did in the 1980s. The way the regional brands appear to be doing so was by focusing.
- **Maheswaran (1994)** in his study titled "Country of origin as a stereotype: effects of consumer expertise and attribute strength on product evaluations", revealed that consumers have well- developed stereotypical beliefs about products that originate from other countries. Country-of - origin based categories represent a knowledge structure that is based on a criterion that is less accurate, context dependent, and is likely to vary across situations. Away from the metropolitan markets. No brand-illustrates the idea better than Chic; a regional brand from the house of the Chennai based Rs. 236 crore Cavinkare.
- **Barnard and Ehrenberg (1990)** in their study entitled "Robust measurements of Consumer Brand beliefs" revealed that consumers chose the brand more often than any other information. Many people tend to associate a positive attribute with larger brands than with smaller brands. The explanation is that a larger brand has more claimed users than a smaller brand and that users of the brand are more likely than non-users to give a positive response.

7. RESEARCH METHODOLOGY

The study is intended to analyse the study of Consumer perception of Milky Mist Dairy Products.

AREA OF STUDY

The study area is limited to Coimbatore district.

SOURCE OF DATA

The study is based on both primary and secondary data. Primary data was collected through questionnaire and secondary data was collected from books, magazines and internet.

PRIMARY DATA

First-hand information was collected by the researcher after the completion of the study area. Primary data was collected through a well-structured questionnaire. It was collected from 100 respondents.

SECONDARY DATA

Secondary data was collected from websites, journals and magazines related to the study. It has been collected through a library to facilitate proper understanding of the conceptual framework and products.

TOOLS USED FOR THE STUDY:

- Percentage Analysis
- Rank Analysis

TABLE 1.1

Table showing the awareness of various milk products brands of the respondents

S.No	Milk mist brand	No. of Respondents	Percentage
1	Aavin	94	23%
2	Cavin	50	12%
3	Nanda	16	4%
4	Arokiya	80	20%
5	Milky Mist	88	22%
6	Aroma	75	19%
	TOTAL	403	100%

Source: Primary data

INTERPRETATION:

The above table shows that 23% of the respondents are aware of the Aavin products, 22% of the respondents are aware of the Milky mist products, 20% of the respondents are aware of the Arokiya products, 19% of the respondents are aware of the Aroma products, 12% of the respondents are aware of the Cavin products and 4 % of the respondents are aware of the Nanda products.

Most 23% of the respondents are aware of the Aavin products.

TABLE 1.2

Table showing awareness factor of the respondents

S.No	Awareness factor	No. of Respondents	Percentage
1	Friends / Family	24	24%
2	Advertisement	53	53%
3	Company sales person	9	9%
4	Agents	10	10%
5	Any other	4	4%
	TOTAL	100	100%

Source: Primary data

INTERPRETATION:

The above table shows that 53% of the respondents are aware through advertisement, 24% of the respondents are aware through friends/family, 10% of the respondents are aware through agents, 9% of the respondents are aware through company sales person and 4% of the respondents are aware through other factors.

Majority 53% of the respondents are aware through advertisement.

TABLE 1.3

Table showing influence of price in selection of milky mist products by the respondents

S.No	Statement		Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	TOTAL
1	I select milky mist and its products based on the price	No	85	9	1	-	5	100
		%	85%	9%	1%	-	5%	100
2	Increase in price won't let me change my brand	No	21	64	11	2	2	100
		%	21%	64%	11%	2%	2%	100

3	I expect the price to be within certain price range	No	29	23	41	4	3	100
		%	29%	23%	41%	4%	3%	100
4	Irrespective of the price, I choose my favorite brand	No	31	21	27	19	2	100
		%	31%	21%	27%	19%	2%	100
5	If the price is high, then the quality of the products is good	No	29	20	28	10	13	100
		%	29%	20%	28%	10%	13%	100
6	Door delivery encourages me to pay more	No	21	25	26	17	11	100
		%	21%	25%	26%	17%	11%	100

Source: Primary data

INTERPRETATION:

The above table shows that 85% of the respondents are strongly agree that they select milky mist products based on the price, 64% of the respondents are agree that increase in price won't let them change their brand, 31% of the respondents are strongly agree that the irrespective of the price, they choose their favorite brand, 29% of the respondents are strongly agree that they except the price to be within certain acceptable price range and the price is high, then the quality of the product is good and 26% of the respondents are neutral in door delivery encourages them to pay more.

Majority 85% of the respondents are strongly agree that they select milky mist products based on the price,

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I select milky mist products based on the price	85%	14%	1%	0%	0%
Increase in price won't let me change my brand	31%	64%	11%	5%	5%

TABLE 1.4

Table showing factors influence towards present brand of the respondent 5-Highly influencing; 4-Influencing; 3-Neutral; 2-Not influence; 1-Highly not influence

S.No	Factors		5	4	3	2	1	TOTAL L
1	Good for health	No	88	10	-	2	-	100
		%	88%	10%	-	2%	-	100
2	Brand name	No	15	74	9	1	1	100
		%	15%	74%	9%	1%	1%	100
3	Door delivery	No	28	12	55	2	3	100
		%	28%	12%	55%	2%	3%	100
4	Promotional activity	No	11	32	19	35	3	100
		%	11%	32%	19%	35%	3%	100
5	Friends/Relative	No	36	17	23	8	10	100
		%	36%	17%	23%	8%	10%	100
6	Doctor recommendation	No	22	32	24	20	2	100
		%	22%	32%	24%	20%	2%	100
7	Availability	No	17	35	30	14	4	100
		%	17%	35%	30%	14%	4%	100
8	Reasonable price	No	16	22	38	18	6	100
		%	16%	22%	38%	18%	6%	100
9	Freshness	No	25	23	16	23	13	100
		%	25%	23%	16%	23%	13%	100
10	Mnf /expiry date	No	19	36	20	15	10	100
		%	19%	36%	20%	15%	10%	100
11	Taste	No	19	24	29	21	7	100
		%	19%	24%	29%	21%	7%	100
12	Package size	No	10	34	22	30	4	100
		%	10%	34%	22%	30%	4%	100
13	Prompt supply	No	10	28	24	22	16	100

		%	10%	28%	24%	22%	16%	100
							%	
14	Fat control	No	15	19	16	23	27	100
		%	15%	19%	16%	23%	27%	100

Source: Primary data

INTERPRETATION:

The above table shows that 88% of the respondents highly influence to the factor good for health, 74% of the respondents influencing to the factor brand name, 55% of the respondents neutral in factor door delivery, 38% of the respondents neutral in factor reasonable price, 36% of the respondents highly influencing through the factor friends/relatives and the factor mnf/ expiry date, 35% of the respondents not influence to the factor promotional delivery and the factor availability, 34% of the respondents influencing in factor package size, 28% of the respondents influencing the factor prompt supply, 32% of the respondents influencing through doctor recommendation, 29% of the respondents neutral in factor taste, 27% of the respondents highly not influence to the factor fat control and 25% of the respondents highly influencing to the factor freshness.

Majority 88% of the respondents highly influence to the factor for buying milkymist products are good for health.

TABLE 1.5

Problems faced while purchasing milky mist products

S.no	Problems faced while purchasing milky mist products	No of respondents	Percentage
1	Yes	22	22%
2	No	78	78%
	Total	100	100%

Source: Primary data

INTERPRETATION:

The above table shows that 78% of the respondents were not faced any problems

while purchasing the milky mist products, 22% of the respondents were faced problem while purchasing of milky mist product.

Majority 78% of the respondents were not faced any problem while purchasing milkymist product.

8. FINDINGS

- Most 23% of the respondents are aware of the Aavin products.
- Majority 53% of the respondents are aware through advertisement.
- Majority 85% of the respondents are strongly agree that they select milky mist products based on the price.
- Majority 88% of the respondents highly influence to the factor for buying milkymist products are good for health.
- Majority 78% of the respondents were not faced any problem while purchasing milkymist product.

9. SUGGESTIONS:

- The products non availability is one of the problems faced by the customers, so the company has to take initiative to make the product available one for their loyal customers.
- Few customers said that few products rate are high. For the convenient of opinion of the customers the company may reduce the product if possible.
- Customers expect the product should rich in nutrition, freshness and they are also healthconscious so the company should not compromise with its quality.
- What the company produces as expert quality products the same has to be sold in our homemarket.
- The customers are mostly focused on the expiry date on the products as the products are easily perishable so the company should give attention on avoidance of old stocks.
- Keep on make research to give the healthy product and nutrition oriented products to be introduced for the benefit of the society.
- The milky mist company has to give attention to distribution channels to understand the problems of milky mist distributors and retailers and to device suitable distribution strategies for efficient and effective milky mist distribution system.

10. CONCLUSION:

This study helps to understand the milky mist products and perception of the customers towards milky mist products. Milky mist products are FMCG products which are available in malls, departmental store, wholesalers and retailer shops. It helps the customers to buy the products anywhere. The customers are highly satisfied about the product because of nutrition and health benefits. It has variety of products like butter, ghee, curd, payasam mix etc. majority of the products are highly movable in market.

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