



A STUDY ON CONSUMER'S BUYING BEHAVIOUR TOWARDS AROMA MILK WITH SPECIAL REFERENCE TO COIMBATORE CITY

Dr.D.Sivasakthi

*Associate Professor, Department of Commerce with Professional Accounting
Dr.N.G.P. Arts and Science College(Autonomous), Coimbatore*

C.Poorni

*Student of III B.Com (PA), Department of Commerce with Professional Accounting
Dr.N.G.P. Arts and Science College(Autonomous), Coimbatore*

ABSTRACT

Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions and decision regarding the consumer's behavior in the market place when purchasing a product or service. However, as a larger population is migrating from rural area to cities. Thus, creates greater demand for dairy products. Milk and milk products are essentials part of human being, as it gives nutrition to all walks of life. It is a source of income for all the marginal dairy farmers. This article examine the consumer buying behavior towards AROMA MILK product with special reference to Coimbatore city. A convenient sampling technique tool was adopted for data collection. Sample size taken in this is 120 respondents. The data is collected through questionnaire. The buying behavior is positive which reveals that the buying behavior of the consumer is high. Thus the project concludes that the buying behavior of the consumers are positive, so the product has a good reach in Coimbatore city.

KEYWORDS: Consumer Behavior, Consumer Attitude and Tool for Analysis.

1.1 INTRODUCTION

Consumer buying behavior is the scientific learning of how people buy, what they buy, when they need to buy and why they buy i.e, the reason to buy. The consumer behavior is very useful in determining the form, style, packaging, brand, trademark etc., of the product. The whole aspect of buying behavior determines the durability, price policy and utility aspects in goods. The buying behavior is concerned with the study of factors that influence a person to buy or not to buy.

1.2 STATEMENT OF THE PROBLEM

- Consumer behavior is the independent variable which is highly complicated. It could

be the influence of the variable price brand image, quality of the product and regularity of service.

- Its necessary for the company to know the consumer behavior towards packaged milk of its availability, acceptance and affordability.
- The present study tries to identify the various factors and prices that lending to the consumers behavior towards packaged milk.

1.3 SCOPE OF THE STUDY

- The scope of the study is to calculate various opinion of the consumers who is using aroma milk.



- This shows the purchasing level of the product and need of the consumers.
- The present study tries to identify the various factors that leading to the consumer buying behavior towards aroma milk.

1.4 OBJECTIVES OF THE STUDY

- To study the consumer's buying behavior towards aroma milk.
- To identify the brand awareness level of consumers towards aroma milk.
- To analyses the factors influencing in buying of aroma milk.

1.5 RESEARCH METHODOLOGY

- **PRIMARY DATA**
In primary data, the data has been collected through the questionnaire.
- **SECONDARY DATA**
The secondary data was collected by going through websites, Marketing journals and articles
- **SAMPLE SIZE**
The 120 samples are collected from the respondents.
- **TOOLS FOR ANALYSIS**
 - Simple percentage analysis
 - Likert scale analysis.
- **AREA OF THE STUDY**
Coimbatore city was the area of the study.
- **SAMPLE METHOD**
Convenient sampling is used in this

research.

- **LIMITATIONS OF THE STUDY**
 - The sample size is limited to 120 respondents.
 - Consumer attitude may change in future.
 - Questionnaire is limited to collect the data.

1.6 REVIEW OF LITERATURE

Annammal. J (2019) studied consumer attitude and perception towards milk product in

thanjavur town. Consumer's life style square measured the influenced by range of things like culture values, demographic factors, status, reference teams, manage and additionally the interior makeup of the patron, which are emotions, permanent motives of shopping for perception and learning. Consumer's also are influenced by promoting activities.

Dhanya.K and Venkatesa Palanichamy.N (2018) focused on consumer buying behavior towards aroma milk products. It determines about the buying behavior of the people living in urban areas, still prefer to go for packaged milk products available in market places. As per findings, suggestion are given to the company to take initiation to fulfill the consumer needs. Industry can target that segment and use it as an opportunity to expand their sales by satisfying those consumers also by retaining the existing consumers. For that they hav to mak thir quality and availability their utmost importance to aany other factors.

1.7 DATA ANALYSIS AND INTERPRETATION

In this chapter the analysis and interpretation of the study on "Consumer buying behavior towards Aroma milk", is presented based on the opinion of samples of 120 respondents selected from Coimbatore City through a questionnaire containing 20 questions were analyzed through

- Simple Percentage analysis.
- Likert's scale.

SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is carried out for most of all questions gives in questionnaire . this analysis describes the classification of the respondents failing each category.

The percentage analysis is used mainly for the standardization and comparisons are in support with the analysis.

**FORMULA**

Percentage = Number of respondents ÷ Total respondent × 100

TABLE 4.1.2
TABLE SHOWING THE AGES OF THE RESPONDENTS

| S.NO | AGE | NO. OF RESPONDENTS | PERCENTAGE |
|------|--------------|--------------------|------------|
| 1 | Below 20 | 29 | 24.2 |
| 2 | 21 to 30 | 66 | 55 |
| 3 | 31 to 40 | 14 | 11.7 |
| 4 | Above 40 | 11 | 9.2 |
| | Total | 120 | 100 |

(Source: Primary data)

INTERPRETATION

The above table shows that 24.2% of the respondents were below 20 years, 55% of the respondents were 21 to 30 years, 11.7% of the respondents were 31 to 40 years and 9.2% of the respondents were above 40 years.

Majority 55% of the respondents were 21 to 30 years.

LIKERT SCALE ANALYSIS

A Likert scale is a method of measuring attitudes, ordinal scale of responses to a question or statement, ordered in hierarchical sequences from strongly negative to strongly positive. Used mainly in behavioral science and psychiatry. In Likert scale

method, a persons attitude is measured by combining (adding or averaging) their responses across all items.

FORMULA

Likert scale value = $\frac{\sum (fx)}{\text{Total number of respondents}}$
 F = Number of Respondents
 X = Likert scale value
 (FX) = Total score

MIDVALUE

The mid-value indicates the middle most value of Likert scale.

TABLE NO: 2
OPINION ABOUT THE PRICE OF AROMA MILK.

| FACTORS | NO.OF RESPONDENTS (f) | LIKERTS SCALE VALUE (x) | TOTAL SCORE (fx) |
|--------------|--------------------------|----------------------------|---------------------|
| VERY HIGH | 6 | 5 | 30 |
| HIGH | 38 | 4 | 152 |
| MODERATE | 74 | 3 | 222 |
| LOW | 2 | 2 | 4 |
| VERY LOW | 0 | 1 | 0 |
| TOTAL | 120 | | 408 |

(Source: Primary data)

Likert scale value = $\frac{\sum (fx)}{\text{Total number of respondents}}$
 = 408/120
 = 3.4



INTERPRETATION

The likert scale value is 3.4 which is greater than the mid value(2.5) which shows that the consumers opinion about the aroma milk

1.8 FINDINGS

FINDINGS FROM PERCENTAGE

ANALYSIS

- The survey states that out 59.2% of the respondents are Male.
- The study finds out of 55% of the respondents were 21 to 30 years.
- The table showing 64.2% of the respondents were Graduate.
- Majority 59.2% of the respondents were Unmarried.
- Majority 36.7% of the respondents were Student.
- The research states that 65.8% of the respondents were Nuclear.
- Majority 50.8% of the respondents were their monthly income is below Rs.20,000.
- It finds that 92.5% of the respondents says easily available this product in market.
- The study gather out of 30% of the respondents are influenced by Family.
- Majority 44.2% of the respondents are known by Advertisements.
- The table shows that 62% of the respondents are influenced by Quality.
- Majority 43.3% of the respondents are using AROMA MILK for 1 to 2 years.
- From the study it is found that 49.2% of the respondents says that it has never leakages.
- Majority 61.6% of the respondents say its price is moderate.
- The study finally finds that 89.2% of the respondents are recommending AROMA MILK to others.

FINDINGS FROM LIKERT SCALE

ANALYSIS

- Likert scale value is 3.4 greater than mid value (2.5), so the consumers are agreed on the price.
- Likert scale value is 4.2 greater than mid value (2.5), so the consumers are agreed on the quality.

- Likert scale value is 3.9 greater than mid value (2.5), so the consumers are agreed on the flavor.
- Likert scale value is 3.9 greater than mid value (2.5), so the consumers are agreed on freshness.
- Likert scale value is 3.8 greater than mid value (2.5), so the consumers are agreed on the taste.
- Likert scale value is 3.85 greater than mid value (2.5), so the consumers are agreed on the brand image.
- Likert scale value is 3.575 greater than mid value (2.5), so the consumers are agreed on the reasonable price.
- Likert scale value is 3.8 greater than mid value (2.5), so the consumers are agreed on the availability.
- Likert scale value is 3.89 greater than mid value (2.5), so the consumers are agreed on the convenience.
- Likert scale value is 3.6 greater than mid value (2.5), so the consumers are agreed on the advertisement.
- Likert scale value is 3.8 greater than mid value (2.5), so the consumers are agreed on the product safety and hygienic.
- Likert scale value is 3.8 greater than mid value (2.5), so the consumers are agreed on the attractive packing.

1.9 SUGGESTIONS

- Some of the respondents feels that the price of the brand is very high. So the price of the brand needs to reduce.
- Consumers are expecting product safety and hygienic should be increased.
- The availability of the product should be expanded to all the areas.
- The company needs to increase the brand image.

1.10 CONCLUSION

This study is an attempt to focus attention of the consumers buying behavior towards AROMA MILK. In this present study, it is found that the cost of milk is high and people though like the taste of AROMA hesitating to buy only for this reason. Thus by improving product safety & hygienic and cost will induce the people to choose this brand and it will help them to defeat the competitors.



REFERENCES

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