



## Exploring Preference on Customer Attitude And Behaviour Towards Vijay Dairy Farm With Reference To TRICHY

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### ABSTRACT

Early consumer behavior researchers rarely focused on the attitudinal dimension of the buyers although it has always remained as a prime building block of the Consumer Behavior (CB). This study adopts Chi-square analysis, Correlation, Anova technique to analyze the data collected from 117 buyers to examine the determinants of consumer attitude with company. The findings from this study are of critical importance because it contributes to food marketers' knowledge about the prominence of Consumer Behavior (CB) in the marketing paradigm and offers an extensive understanding of the drivers of consumer attitude with respect to the brands.

### Keywords:

Consumer attitude, Consumer Behaviour, consumer attitude

### I. INTRODUCTION OF THE STUDY

A consumer thinks, perceives, and learns and is a psychological being, which has motives, personality, and attitudes. These psychological forces affect the behaviour of the consumers; and marketers seek to influence or capitalize on them. Businesses and social agencies alike frequently succeed in altering behaviour by changing attitudes towards a product, service, or activity; and these changes can result in injurious or beneficial consumption decisions. This project recognizes that attitudes can only be indirectly changed by altering its components. It tries to show some illumination on the concept of attitudes, its functions, its measurements, its components, the modification of its components, its strategic marketing implications. A good grasp of these will most likely enable businesses design far-reaching rent-yielding strategies.

### CUSTOMER PREFERENCE

Customer preference analysis explains what aspects of a product affect and how they affect a

consumer's purchasing decision. This issue plays an important role in e-commerce platforms from its relevance in marketing decisions such as advertisements, recommendations and promotions.

### MEANING OF CONSUMER BUYING BEHAVIOUR

**Consumer behaviour** is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities. Consumer behaviour emerged in the 1940s and 50s as a distinct sub-discipline in the marketing area.

### Consumer buying behaviour definition

The process by which individuals search for, select, purchase, use, and dispose of goods and services, in satisfaction of their needs and wants. See also consumer decision making.

### Customer Attitudes

Customer attitude constitutes three components: cognitive information, affective information, and information relating to the customer's previous behaviour and prospective intentions. Basically, this composition includes thoughts, feelings, and behaviours about products or services that consumers have learned. A customer's attitude differs in strength and depicts values.

### STATEMENT OF THE PROBLEM

The customer preference plays a vital role in the success of any marketed product or service and it helps in the retainment of those products or services in the market. The perception of customers may vary according to their attitudes. Vijay milk in Trichy union plays a vital role in marketing. The success of the Milk and dairy products depends not only the marketing but also the consumer's behaviour pattern towards their product. To have better marketing the union needs a maximum inspiration from the customer side. If marketing is done without the execution of customer, it cannot



run successfully for a long period of time. So an analytical study is conducted based on customer satisfaction with regards to the market of milk and its products.

### OBJECTIVES OF THE STUDY

#### Primary objective

Exploring preferences on customer attitudes and behaviors towards Vijay Dairy Farm with reference to Trichy.

#### Secondary objectives

- To study the customer taste and preference of Vijay milk products.
- To offer conclusion & make valuable suggestions to improve the study unit.
- To identify the influencing factors, perception, and preferences of Vijay milk consumers.
- To find out the impact of hygiene of dairy on purchasing decisions of consumers
- To identify the factors that influences the decisions of consumers Preference towards the Vijay dairy products.
- To determine the most important factors that affect consumers' choice and satisfaction towards the dairy industry.

### SCOPE OF THE STUDY

In this study is carried out understand the level of marketing, the sales and customer service of Vijay Milk. This study makes an attempt to know the awareness level of customer about the service. So the study can be useful to know more about the Vijay Milk products and various services provide by it. This study tries to give a detailed picture about the Vijay Milk. The information gathered through the study could be useful to the company to formulate future practices and strategies to attract customers. The geographic scope of the study is limited to Vijay milk in Trichy.

In dairy the milk is pasteurized and standardized as per to bureau of Indian Standard Institute (ISI). milk is distributed to the customers and loose milk is supplied in other dairy products like butter, ghee, milk powder curd, flavor milk are produced and marketed by dairy which the around Trichy city.

### LIMITATIONS OF THE STUDY

- The time period of research was restricted to three months.
- The research finding was applied only in Trichy Town.

- The different views and opinions provided by the respondents were subjected to Personal bias.
- The study was only confined to 117 respondents.

### II. REVIEW OF LITERATURE

**Sylvain Charlebois(2022)** The current study assessed the perceived value of food traceability in modern society by young consumers. After experiencing numerous recalls and food safety-related incidences, consumers are increasingly aware of the tools available to mitigate risks. Food traceability has been associated with food safety procedures for many years, but recent high-profile cases of food fraud around the world have given traceability a different understanding. Focusing solely on dairy products, our survey results offer a glimpse of consumer perceptions of traceability as a means to preserve food integrity and authenticity. This study explored the various influences that market-oriented traceability has had on dairy consumers. For example, results show that if the dairy sector could guarantee that their product is in fact organic, 53.8% of respondents who often purchase organic milk would consider always purchasing traceable organic milk.

**P.H.P. Prasanna(2023)** Research and commercial interest in the genus Bifidobacterium have increased in the last decade due to their potential health benefits in probiotic functional foods, especially in dairy products. However, cultivation of bifidobacteria in milk is a difficult task compared with that of conventional starters because milk is not a good medium for growth of these nutritionally fastidious microorganisms. Therefore, suitable strains of Bifidobacterium for dairy products should be selected based on their safety and technological and functional properties. There are a number of milk products containing bifidobacteria in the world market and the demand for new products is increasing with the awareness of the potential health benefits of the consumption of products blended with bifidobacteria. Some strains of Bifidobacterium, which produce exopolysaccharide, have been isolated and characterized.

**ZeeshanHafeez(2023)** Besides their basic nutritional role, dietary proteins contain bioactive peptides which are encrypted in their sequence and may modulate different body functions such as digestive, cardiovascular, immune and nervous systems, and therefore contribute in maintaining



consumer health. Currently, milk proteins are considered to be the major source of bioactive peptides. The occurrence of these peptides has already been reported in fermented milk products such as yogurt, sour milk or kefir and some of them have been shown to confer health benefits. Three types of strategies are developed. The first exploits the proteolytic system of lactic acid bacteria (LAB) or food grade enzymes or combination of both to release the functional peptides from the milk proteins directly in the fermented milk products.

### III. RESEARCH METHODOLOGY

Research methodology is a way to systemically solve the problem. It may be understand as a science of studying how research is done scientifically. The survey takes up for the study and analysis consist of different are however examination for sampling was takes on such areas, where are considered to be thickly populated will all class families.

### ALTERNATIVE HYPOTHESIS

**H<sub>1</sub>** –There in a significant relationship between monthly income of the respondents and price of the products.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.642E2 <sup>a</sup>	16	.000
Likelihood Ratio	214.770	16	.000
N of Valid Cases	117		

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is 1.03.

### RESULT

The significant value (1.03) is > greater than the P value (0.000). Hence null hypothesis in accepted so there in no significant relationship monthly income of the respondents and price of the products.

### IV. SUGGESTIONS

- The purchase decision of milk are more decided by women rather than male, because she act as an investigator, execute her decision and influence the same to the purchase, she ascertain the quality, freshness and rice.
- Quality and brand image plays a dominant role, in milk market. Therefore it should maintain the same.
- In order to create more loyal consumer milk should concentrate various potential programmers such as campaign, premium, packs,

### TYPE OF RESEARCH

It is the most widely-used research design as indicated by the theses, dissertations and research reports of institutions. Its common means of obtaining information include the use of the questionnaire, personal interviews with the aid of study is interview schedule, and observation.

### DATA COLLECTION METHOD

#### PRIMARY DATA

Primary data was collected for this study. The primary data was collected by questionnaires from, the customer.

#### SECONDARY DATA

Secondary data needed for this researcher was collected from the magazines, market research books, journals and mainly websites.

### CHI-SQUARE TEST

#### NULL HYPOTHESIS

**H<sub>0</sub>** – There in no significant relationship between monthly income of the respondents and price of the products.

offers etc., this helps to increase the loyalty towards the milk.

- Quality and Brand Image plays a dominant role. Milk move in the market due to its quality and brand. Therefore it should maintain the milk.
- Most of the consumers are recommends the milk so the reasons for quality and quantity standard.

### V. CONCLUSION

Vijay milk has a good reputation among the consumers. From this survey we can conclude that the consumer has overall satisfaction on Vijay milk products. Advertisement, Quality and Availability are the factors that cause the consumer to buy the Vijay milk products, so more attention are required on advertisement, improving quality and increasing the availability are need to maintain



their market position and their brand loyalty with more number of consumers.

The positive relationship between attitudes towards the dairy products, perceived quality and emotional value for foreign brands supports previous findings that products from developed countries are positively evaluated in terms of product quality and emotional benefits. However, this positive relationship did not exist for a local brand but maybe it would be explained by the fact that consumers from developing countries prefer foreign brands over brands from their own country because the company brands are associated with status symbols and quality while local brands are not. Positive perceptions of quality and emotional value are important for the long-term success of a brand.

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