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The Impact of Branding On Consumer Buying Behavior: A Study of Dairy Products in SNP Dairy Madurai.

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ABSTRACT: In sector there has been severe competition between dairy Milk Company, National and local players. Consumer is the king of any business. Understanding Consumer needs and wants is important and foremost task of any marketers. Consumer satisfaction is a judgment made by the Consumers. Consumer behaviour can also be defined as those acts of Consumers directly involved in obtained using and disposing of economic goods and services, including the decision processes that preceded and determine these acts. The goods are produced only to meet the needs of Consumer. So that the analysis of Consumer behaviour is one of the foundations on which future marketing is depend. So, research did this survey in Madurai city. Consumers have wide variety of choices in the Dairy milk product and they were influenced by many factors both internal and external. Brand loyalty was determined by several distinct psychological processes of the Consumers. Product features (taste, quantity and price) is one of the most important factors affecting brand loyalty. In this study is to check whether Consumers are satisfied by Dairy milk. In this research have chosen 130 sampling for analysing data SPSS software is used to analyse and interpret data. This would help the company to determine the promotional measures based on the findings.
Key words: Consumer behaviour, Branding, Buying behaviour, Dairy product.

I. INTRODUCTION

Dairy milk industry has witnessed strong growth in the past decade. This has been due to liberalization, urbanization, increase in the disposable incomes and altered lifestyle. Furthermore, the boom has also been fuelled by the reduction in excise duties, de-reservation from the small-scale sector and the concerted efforts of personal care companies to attract the burgeoning affluent segment in the middle-class through product and packaging innovations. Unlike the perception that the dairy milk sector is a producer of luxury items targeted at the elite, in reality, the sector meets the everyday needs of the masses. In India, companies like ITC, HUL, Dabur, and Britannia have been a dominant force in the dairy milk sector well supported by relatively less competition and high entry barriers. Distribution is the most important variable in the marketing plans of dairy milk manufacturers, because managing is such a massive sales and distribution network is in itself a huge task. Firms depend mostly on their marketing channels to generate consumer satisfaction and to achieve differentiation over competition. Majority of the companies are incurring huge costs to make their products available in the 3.5 million rural outlets. There are a whole lot of channels involved in the distribution network. Dairy milk distribution has the maximum channel partners in the Indian rural market. The wholesaler is the most important source of information and influenced person for the retailer. The marketer would try their best to motivate the wholesaler to get the retailer in the rural market and to stock his company's products, particularly the never products. The extending of credit by retailers to consumers depends upon their location and product. Earlier rural consumers purchased most of their requirements from nearby towns. But in recent times, a shift has been seen towards purchasing in local. Rural retailers could capitalize on consumer satisfaction and provide outstanding value and service to keep local consumers in local markets. Consumer satisfaction is essential for the result of a series of consumer experiences. So this study will be a platform for dairy milk produces to improve their sales because consumers are the in king today marketing.

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II. OBJECTIVES OF THE STUDY

➢ To study the Consumers that Milk products.

➢ To study the factors influencing the consumers to buy the product.

➢To analysis the social, cultural and economic sources of the consumers.

➢To study the consumers who instant of primary goods and products.

➢To study the valid suggestion and recommendation of consumer awareness in Milk products.

➢ To identify the factors affecting the innovation in the existing Milk products.

III. LIMITATIONS OF THE STUDY

While surveying researcher encounter with some problems like some people were not willing to respond and few of them who responded were in hurry hence the active participation was lacking. Due to which they faced difficulties in collecting information regarding there questionnaire. Another problem which they face was that people were hesitating to give information about their income. Except it, the sample size they have taken for survey was small and it's a difficult task to draw accurate conclusion or reach to an exact result on the basis of limited sample size. Moreover, there investment was limited and time was also less to go in depth. The sample size restrict rural area and taken the data from 130 Respondents only.

IV. STATEMENT OF THE PROBLEM

Consumer buying behaviour is the foundation of this research, with consumers acting as users, payers, and buyers. It focuses on discovering client demands and meeting them more successfully than rivals. It makes marketing more client-focused. It is essential for success. Consumer purchasing behaviour is the study of how people decide how to spend their available resources (time, money, and effort) or characteristics of consuming. Understanding consumer buying behaviour is difficult for marketers because of the diversity of people. Therefore, marketers felt the need to learn as much as possible about clients' purchasing habits. This investigation into retail consumer purchasing behaviour and consumption patterns takes place in a retail setting.

V. REVIEW OF LITERATURE

Kotler & Keller (2017) Consumer behaviour is the study of the process involved in selecting, purchasing, using or disposing of products, services, ideas or experiences by individuals, groups and organisations to meet their needs and desires. The importance of understanding Consumer buying behaviour is essential. According to for both manufacturers and service providers, the ways in which consumers choose their products and services can be extremely important as this gives them a competitive advantage over their competitors in various ways. Moreover, it is important to increase the understanding of Consumer behaviour towards green products as there is an extreme growth in green products in all Consumer sectors as a result of the 'green shift' and strategic marketing adopted by many organizations.

Boivin (2018) lifestyle and core values also influence Consumer buying behaviour. By lifestyle, the author defines an individual's interest, opinions and activities that reflect the person's pattern of living in the society. However, core values guide people's enduring choices and desires and underlie attitudes and behaviours. Therefore, marketers orientate of Consumer's basic values and believe that their buying behaviour can be influenced by appeals to the inner selves of people.

Armstrong and Scott (2019) stated that the study of consumer behaviour is based on Consumer buying behaviour, with the consumer playing three distinct roles: user, payer and buyer. Consumer behaviour research allows for improved understanding and forecasting concerning not only the subject of purchases but also purchasing motives and purchasing frequency.

Belch (2020) "Consumer behaviour is the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and service so as to satisfy their needs and desires". defined Consumer behaviour as "the process involved when individuals or groups select, purchase, use, or dispose of products, services, ideas or experiences to satisfy needs and wants." Consumer buyer behaviour refers to "the buying behaviour of final Consumers individuals and households who buy goods and services for personal consumption.

Hoyer and Macinnis (2021) All of these final Consumers combine to make up the Consumer market." According to "Consumer behaviour reflects the totality of Consumers" decisions with respect to the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by (human) decision-making units (over time)." The black box model shows how stimuli, Consumer characteristics, decision processes and Consumer responses interact. The stimuli can be distinguished between interpersonal stimuli (between people) or intrapersonal stimuli (within people).

Sandhusen (2022) The model of Consumer buying model is one which is being used by the marketers for studying and tracing the various activities and actions followed by the consumers from the starting to end. The Information search stage within the consumer call method tends to alter frequently as shoppers need getting additional and more information concerning merchandise which may satisfy their wants. Information can even be obtained through recommendations from individuals having previous experiences with merchandise.

VI. RESEARCH METHODOLOGY

RESEARCH DESIGN:

It refers to the process used to collect information and data for the purpose of making business decision. The methodology may include publication research, interview, surveys and other research techniques, and could include both present and historical information.

SAMPLING SIZE:

A sample size of huge consumers was chosen, but due to incompletely filled questionnaires and unwilling and carelessness on the part of the respondents, they were forced to reduce the sample size to 130. This sample size was based upon time and affordability approach.

SAMPLING UNIT:

Sampling unit is collected in at Madurai.

SOURCE OF DATA:

The following techniques were adopted for data collection.

Primary data: Primary data was collected through face to face interviews while filling up questionnaires.

Secondary data: The information was gathered from magazines, newspapers that formed the secondary data.

Analytical tools and methods:

- Simple percentage analysis
- Chi-square analysis
- Correlation analysis
- Anova

Simple percentage analysis

In this project percentage analysis test was use. The percentage method is used to know the accurate percentage of the data they took.

Chi-square analysis

Chi-square was done to find out one-way analysis between socio demographic variable and various dimensions of the programme.
In general the expected frequency for any call can be calculated from the following equation.
$E = RT \times CT/N$
The calculated value of chi-square is compared with the table value of $\chi 2$ given degrees of freedom of a certain specified level of significance. It at the stated level of the calculated value of $\chi 2$ the difference between theory and observation is considered to be significant. Otherwise it is in significant.

Correlation analysis

Correlation is computed into what is known as the correlation coefficient, which ranges between -1 and +1. Perfect positive correlation (a correlation co-efficient of +1) implies that as one security moves, either up or down, the other security will move in lockstep, in the same direction.

Anova

Examination of change, or ANOVA, is a solid measurable method that is utilized to show contrast between at least two methods or parts through importance tests. It likewise shows us an approach to make numerous examinations of a few populace implies. The Anova test is performed by looking at two sorts of variety, the variety between the example implies, just as the variety inside every one of the examples.

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DATA ANALYSIS AND INTERPRETATION

ANALYSIS OF DATA

The analysis of data requires a number of closely related operations such as establishment of categories, the application of these categories to raw data through coding, tabulation and then drawing inferences. The unwieldy data should necessarily condense into a manageable groups and tables for further analysis.

Thus, researcher should classify the raw data into some purposeful and usable categories. Analysis work after tabulation is generally based on the computation of various percentages, coefficients, etc., by applying various well defined statistical formulae.

INTERPRETATION OF DATA

The real value of research lies in its ability to arrive at certain generalizations. If the researcher had no hypothesis to start with, he might seek to explain his findings on the basis of some theory. It is known as interpretation. The process of interpretation may quite often trigger off new questions which in turn may lead further researches.

AGE OF THE RESPONDENTS

AGE	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Below 20 years	36	27.7%
21 - 25 years	57	43.8%
25 - 30 years	25	19.2%
31-40 years	8	6.2%
Above 40 years	4	3.1%
Total	**130**	**100.0%**

INTERPRETATION

The above table shows that 43.8% of the respondents are in the age 21 – 25 years, 27.7% of the respondents are in the age below 20 years age category, 19.2% of the respondents are in the age 25 - 30 years, 6.2% of the respondents are in the age 31-40 years and 3.1% of the respondents are in the age Above 40 years. Mostly 43.8% of the respondents are in the age 21 – 25 years.

GENDER OF THE RESPONDENTS

GENDER	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Male	85	65.4%
Female	45	34.6%
TOTAL	**130**	**100.0%**

INTERPRETATION

The above table indicates that 65.4% of them are male respondents and 34.6% of them are female respondents. Majority 65.4% of the respondents are male.

MARITAL STATUS OF THE RESPONDENTS

MARITAL STATUS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Married	78	60.0%
Unmarried	52	40.0%
TOTAL	**130**	**100.0%**

INTERPRETATION

The above table clearly indicates that 60.0% of the respondents are married and only 40.0% of them are unmarried. Majority 60.0% of the respondents are married.

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

EDUCATIONAL QUALIFICATION	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Illiterate	29	22.3%
School level	32	24.6%
Diploma	38	29.2%
Graduate	22	16.9%
Others	9	6.9%
Total	**130**	**100.0%**

INTERPRETATION

The table shows that 29.2% of the respondents are diploma, 24.6% of the respondents are school level, 22.3% of the respondents are illiterate, 16.9% of the respondents are graduate and 6.9% of the respondents are others. Majority 29.2% of the respondents are diploma.

EXPERIENCE OF THE RESPONDENTS

EXPERIENCE	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Up to 1 years	57	43.8%
1-2 years	31	23.8%
2-5 years	26	20.0%
5-10 years	11	8.5%
Above 10 years	5	3.8%
Total	**130**	**100.0%**

INTERPRETATION

Table shows that the 43.8% of the respondents services up to 1 year, 23.8% of the respondents 1-2 years' service, 20.0% of the respondents 2-5 years' service, 8.5% of the respondents 5-10 years' service and 3.8% of the respondents are above 10 years' service. Mostly 43.8% of the respondents services up to 1 year.

INCOME LEVEL OF THE RESPONDENTS

INCOME	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Below Rs.10,000	8	6.2%
Rs.10,000-Rs.15,000	39	30.0%
Rs.15,000-Rs.20,000	34	26.2%
Rs.20,000-Rs.25,000	37	28.5%
Above Rs.25,000	12	9.2%
Total	**130**	**100.0%**

INTERPRETATION

It is evident from the table that 30.0% of them are getting Rs.10,000-Rs.15,000, 28.5% of the respondents are getting income of Rs.20,000-Rs.25,000, 26.2% of them are getting Rs.15,000-Rs.20,000, 9.2% of the respondents are getting income of above Rs.25000 and 6.2% of the respondents are getting below Rs.10,000. Mostly 30.0% of them are getting Rs.10,000-Rs.15,000.

FAMILY TYPE OF THE RESPONDENTS

FAMILY TYPE	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Nuclear Family	84	64.6%
Join Family	46	35.4%
Total	**130**	**100.0%**

INTERPRETATION

It is evident from the table that 64.6% of them are being as nuclear family, 35.4% of the respondents are being as join family. Majority 64.6% of them are being as nuclear family.

FREQUECY OF PURCHASE DAIRY PRODUCT

PURCHASE DAIRY PRODUCT	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1 time	27	20.8%
2-3 times	19	14.6%
4-5 times	61	46.9%
5-10 times	15	11.5%
More than 10 times	8	6.2%
Total	**130**	**100.0%**

INTERPRETATION

The above table shows that 46.9% of the respondents are purchase at 4-5 times, 20.8% of the respondents are purchase at 1 time, 14.6% of the respondents are purchase at 2- 3 times, 11.5% of the respondents are purchase at 5-10 times and 6.5% of the respondents are purchase at more than 10 times. Mostly 46.9% of the respondents are purchase 4-5 times.

SOURCE OF INFORMATION

SOURCE	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Advertisement	45	34.6%
Friends & Relatives	48	36.9%
Dealers	19	14.6%
Social	13	10.0%

QUALITY	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Highly satisfied	40	30.8%
Satisfied	42	32.3%
Neither satisfied nor dissatisfied	23	17.7%
Dissatisfied	13	10.0%
Highly dissatisfied	12	9.2%
Total	**130**	**100.0%**

media		
Others	5	3.8%
Total	**130**	**100.0%**

INTERPRETATION

The above table shows that 36.9% of the respondents are known through friends & relatives, 34.6% of the respondents are known through advertisement, 14.6% of the respondents are known through dealers and 10.0% of the respondents are known through Social media, 3.8% of the respondents are known through other sources. Mostly 36.9% of the respondents are known through friends & relatives.

CONSUMING KIND OF DAIRY PRODUCTS

DAIRY PRODUCTS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Milk	36	27.7%
Soft Panneer	38	29.2%
Lassi	30	23.1%
Pure Ghee	19	14.6%
Yogurt	7	5.4%
Total	**130**	**100.0%**

INTERPRETATION

The above table indicates that, 29.2% of the respondents are said Soft Panneer, 27.7% of the respondents are said Milk, 23.1% of the respondents are said Lassi and 14.6% of the respondents are said Pure Ghee remaining 5.4% of the respondents are said Yogurt. Moslty 29.2% of the respondents are said Soft Panneer.

QUALITY OF THE PRODUCT

QUALITY	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Highly satisfied	40	30.8%
Satisfied	42	32.3%
Neither satisfied nor dissatisfied	23	17.7%
Dissatisfied	13	10.0%
Highly dissatisfied	12	9.2%
Total	**130**	**100.0%**

INTERPRETATION

The above table indicates that quality of the product, 32.3% of the respondents are satisfied, 30.8% of the respondents are highly satisfied, 17.7% of the respondents are neither satisfied nor dissatisfied, 10.0% of the respondents are dissatisfied and remaining 9.2% of the respondents are highly dissatisfied. Mostly 32.3% of the respondents are satisfied about quality of the product.

QUANTITY OF THE PRODUCT

QUANTITY	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Excellent	35	26.9%
Very Good	47	36.2%
Good	29	22.3%
Moderate	14	10.8%
Poor	5	3.8%
Total	**130**	**100.0%**

INTERPRETATION

The above table shows that quantity of the product, 36.2% of the respondents are feeling very good, 26.9% of the respondents are feeling excellent, 22.3% of the respondents are feeling good, 10.8% of the respondents are feeling moderate and 14.6% of the respondents are feeling poor. Mostly 36.2% of the respondents are feeling good with quantity of the product.

REASON FOR BUYING THE PRODUCT

REASON FOR BUYING	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Price	32	24.6%

Brand image	34	26.2%
Features	44	33.8%
Quality	12	9.2%
Taste	8	6.2%
Total	**130**	**100.0%**

INTERPRETATION

The above table shows that 33.8% of the respondents come under the Features, 26.2% of the respondents come under the value for Brand image, 24.6% of the respondents come under Price category, 9.2% of the respondents come under Quality category and remaining 6.2% of the respondents come under taste category. Mostly 33.8% of the respondents are come under the features.

TYPE OF PROMOTIONAL ACTIVITIES ATTRACT CUSTOMERS

PROMOTIONAL ACTIVITIES	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Discount	23	17.7%
Instalment	43	33.1%
Support to new customers	29	22.3%
Better than Others	35	26.9%
Total	**130**	**100.0%**

INTERPRETATION

The above table shows that type of promotional activities attract customers, 33.1% of the respondents are instalments, 22.3% of the respondents are said support to new customers, 26.9% of the respondents are said Others and 17.7% of the respondents are said discount. Mostly 33.1% of the respondents are instalments.

OPINION ABOUT PACKING OF THE PRODUCTS

PACKING	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Well packed	40	30.8%
Good	42	32.3%
Moderate	23	17.7%
Poor	12	9.2%
Very poor	13	10.0%
Total	**130**	**100.0%**

INTERPRETATION

The above table shows that packing of the products, 32.3% of the respondents said packaging was good, 30.8% of the respondents said packaging was well packed, 17.7% of the respondents said packaging was moderate, 10.0% of the respondents said packaging was very poor and 9.2% of the respondents said packaging was poor. Mostly 32.3% of the respondents said packaging was good.

SATISFIED WITH THE BRAND NAME OF THE PRODUCT

BRAND NAME	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Strongly agree	47	36.2%
Agree	54	41.5%
Neutral	16	12.3%
Disagree	5	3.8%
Strongly disagree	8	6.2%
Total	**130**	**100.0%**

INTERPERTATION

The table shows that satisfied with the brand name of the product, 36.2% of the respondents are strongly agree, 41.5% of the respondents are agree, 12.3% of the respondents are said neutral, 3.8% of the respondents are disagree and remaining 6.2% of the respondents are strongly disagree. Mostly 41.5% of the respondents are agree with the brand name of the product.

SATISFIED WITH THE FOLLOWING FEATURES

Features / Ratings	Highly Satisfied		Satisfied		Neutral		Dissatisfied		Highly Dissatisfied	
	Res	%	Res	%	Res	%	Res	%	Res	%
Packaging	33	25.4%	44	33.8%	21	16.2%	16	12.3%	16	12.3 %
Brand name	33	25.4%	36	27.7%	24	18.5%	16	12.3%	21	16.2 %
Price	27	20.8%	49	37.7%	26	20.0%	17	13.1%	11	8.5%
Advertising	52	40.0%	31	23.8%	26	20.0%	16	12.3%	5	3.8%
Quality	47	36.2%	46	35.4%	18	13.8%	13	10.0%	6	4.6%

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INTERPRETATION

The above table depicts that satisfied with the following features, 40.0% of the respondents are highly satisfied about Advertising, 37.7% of the respondents are satisfied about Price, 36.2% of the respondents are highly satisfied about Quality, 33.8% of the respondents are satisfied about Packaging and remaining 27.7% of the respondents are satisfied about Brand name. Mostly 40.0% of the respondents are highly satisfied about Advertising.

SATISFACTION LEVEL OF THE PRODUCT

Product	Highly Satisfied		Satisfied		Neutral		Dissatisfied		Highly Dissatisfied	
	Res	%	Res	%	Res	%	Res	%	Res	%
Milk	39	30.0%	38	29.2%	14	10.8%	21	16.2%	18	13.8%
Soft Panneer	45	34.6%	34	26.2%	13	10.0%	26	20.0%	12	9.2%
Lassi	39	30.0%	40	30.8%	26	20.0%	17	13.1%	8	6.2%
Pure Ghee	47	36.2%	44	33.8%	16	12.3%	13	10.0%	10	7.7%
Curd	54	41.5%	43	33.1%	13	10.0%	15	11.5%	5	3.8%

INTERPRETATION

The above table depicts that satisfaction level, 41.5% of the respondents are highly satisfied about Curd, 36.2% of the respondents are highly satisfied about Pure Ghee, 34.6% of the respondents are highly satisfied about Soft Panneer, 30.8% of the respondents are satisfied about Lassi, and remaining 30.0% of the respondents are highly satisfied about Milk. Mostly 41.5% of the respondents are highly satisfied about Curd.

SUGGESTIONS FOR BETTER ACCEPTANCE

SUGGESTIONS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Quality improvement	29	22.3%
More design and coltheres	27	20.8%
More sizes	42	32.3%
Competitive price	24	18.5%
Availability	8	6.2%
Total	**130**	**100.0%**

INTERPRETATION

The above table shows that suggestions for better acceptance, 32.3% of the respondents are said more sizes, 22.3% of the respondents are said Quality improvement, 20.8% of the respondents are said more design and coltheres, 18.5% of the respondents are said Competitive price and remaining 6.2% of the respondents are said Availability. Mostly 32.3% of the respondents are said more sizes.

PREFER TO BUY THE DAIRY MILK PRODUCTS

PREFER TO BUY THE DAIRY MILK	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Discounts	35	26.9%
Good Promotional Scheme	46	35.4%
Stock on Credit Basis	18	13.8%
Good Marketing Report	18	13.8%
Low Price	13	10.0%
TOTAL	**130**	**100.0%**

INTERPRETATION

From the above table shows that, 35.4% of the respondents are prefer to buy for Good Promotional Scheme, 26.9% of the respondents are prefer to buy for Discounts, 13.8% of the respondents are prefer to buy for Stock on Credit Basis and Good Marketing Report and remaining 10.0% of the respondents are prefer to buy for Low Price. Mostly 35.4% of the respondents are preferred to buy for Good Promotional Scheme.

SELECT THE COMPANY PRODUCT

SELECT THE COMPANY PRODUCT	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Brand Loyalty	47	36.2%
Trade Mark	30	23.1%
Quality	28	21.5%
Brand Image	18	13.8%
Consuming Power	7	5.4%
TOTAL	**130**	**100.0%**

INTERPRETATION

From the above table shows that, 36.2% of the respondents are select the product for Brand Loyalty, 23.1% of the respondents are select the product for Trade Mark, 21.5% of the respondents are select the product for Quality, 13.8% of the respondents are select the product for Brand Image and remaining 5.4% of the respondents are select the product for Consuming Power. Mostly 36.2% of the respondents are selecting the product for Brand Loyalty.

INFLUENCE THE CUSTOMERS TO BUY THE PRODUCT

INFLUENCE THE CUSTOMERS TOHE	NO. OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Comparison Cost	25	19.2%
Easy Availability	50	38.5%
Convenient	27	20.8%
Competition	18	13.8%
Quality of Products	10	7.7%
TOTAL	**130**	**100.0%**

INTERPRETATION

From the above table shows that, 38.5% of the respondents are influences to buy the product for Easy Availability, 20.8% of the respondents are influences to buy the product for Convenient, 19.2% of the respondents are influences to buy the product for Comparison Cost, 13.8% of the respondents are influences to buy the product for Competition and remaining 7.7% of the respondents are influences to buy the product for Quality of Products. Mostly 38.5% of the respondents are influences to buy the product for Easy Availability.

CHI-SQUARE ANALYSIS

NULL HYPOTHESIS

HO: There is no significance between the experience of the respondents and quality of the product.

ALTERNATIVE HYPOTHESIS

H1: There is significance between the experience of the respondents and quality of the product.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
EXPERIENCE OF THE RESPONDENTS * QUALITY OF THE PRODUCT	130	100.0%	0	.0%	130	100.0%

EXPERIENCE OF THE RESPONDENTS * QUALITY OF THE PRODUCT Crosstabulation

Count							
		QUALITY OF THE PRODUCT					Total
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
EXPERIENCE OF THE RESPONDENTS	Up to 1 years	40	17	0	0	0	57
	1-2 years	0	25	6	0	0	31
	2-5 years	0	0	17	9	0	26
	5-10 years	0	0	0	4	7	11
	Above 10 years	0	0	0	0	5	5
Total		40	42	23	13	12	130

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.568E2[a]	16	.000
Likelihood Ratio	238.032	16	.000
Linear-by-Linear Association	112.086	1	.000
N of Valid Cases	130		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .46.

Symmetric Measures

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Ordinal by Ordinal	Gamma	1.000	.000	24.628	.000
Measure of Agreement	Kappa	.595	.051	12.283	.000
N of Valid Cases		130			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

RESULT

The calculated value is greater than the table value. So they reject the null hypothesis. There is no significance between the experience of the respondents and quality of the product.

CORRELATION

The table shows that the relationship between income level of the respondents and opinion about packing of the products.

Correlations

		INCOME LEVEL OF THE RESPONDENTS	OPINION ABOUT PACKING OF THE PRODUCTS
INCOME LEVEL OF THE RESPONDENTS	Pearson Correlation	1	.925**
	Sig. (2-tailed)		.000
	N	130	130
OPINION ABOUT PACKING OF THE PRODUCTS	Pearson Correlation	.925**	1
	Sig. (2-tailed)	.000	
	N	130	130

**. Correlation is significant at the 0.01 level (2-tailed).

NONPARAMETRIC CORRELATIONS

Correlations

			INCOME LEVEL OF THE RESPONDENTS	OPINION ABOUT PACKING OF THE PRODUCTS
Kendall's tau_b	INCOME LEVEL OF THE RESPONDENTS	Correlation Coefficient	1.000	.912**
		Sig. (2-tailed)	.	.000
		N	130	130

	OPINION ABOUT PACKING OF THE PRODUCTS	Correlation Coefficient	.912**	1.000
		Sig. (2-tailed)	.000	.
		N	130	130
Spearman's rho	INCOME LEVEL OF THE RESPONDENTS	Correlation Coefficient	1.000	.952**
		Sig. (2-tailed)	.	.000
		N	130	130
	OPINION ABOUT PACKING OF THE PRODUCTS	Correlation Coefficient	.952**	1.000
		Sig. (2-tailed)	.000	.
		N	130	130

**. Correlation is significant at the 0.01 level (2-tailed).

RESULT
This is a positive correlation. There are relationships between income level of the respondents and opinion about packing of the products.

ANOVA
NULL HYPOTHESIS
H_0: There is no significant relationship between educational qualification of the respondents and quality of the product
ALTERNATIVE HYPOTHESIS
H_1: There is a significant relationship between educational qualification of the respondents and quality of the product.

Descriptives
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Minimum	Maximum	Between-Component Variance
Highly satisfied		40	1.28	.452	.071	1.13	1.42	1	2	
Satisfied		42	2.50	.506	.078	2.34	2.66	2	3	
Neutral		23	3.26	.449	.094	3.07	3.46	3	4	
Dissatisfied		13	4.00	.000	.000	4.00	4.00	4	4	
Highly dissatisfied		12	4.75	.452	.131	4.46	5.04	4	5	
Total		130	2.62	1.203	.106	2.41	2.82	1	5	
Model	Fixed Effects			.449	.039	2.54	2.69			

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Minimum	Maximum	Between-Component Variance
Highly satisfied		40	1.28	.452	.071	1.13	1.42	1	2	
Satisfied		42	2.50	.506	.078	2.34	2.66	2	3	
Neutral		23	3.26	.449	.094	3.07	3.46	3	4	
Dissatisfied		13	4.00	.000	.000	4.00	4.00	4	4	
Highly dissatisfied		12	4.75	.452	.131	4.46	5.04	4	5	
Total		130	2.62	1.203	.106	2.41	2.82	1	5	
Model	Fixed Effects			.449	.039	2.54	2.69			
	Random Effects				.641	.83	4.40			1.647

Test of Homogeneity of Variances

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Levene Statistic	df1	df2	Sig.
24.384	4	125	.000

ANOVA

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

			Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)		161.609	4	40.402	200.729	.000
	Linear Term	Unweighted	133.696	1	133.696	664.235	.000
		weighted	158.480	1	158.480	787.369	.000
		Deviation	3.129	3	1.043	5.182	.002
Within Groups			25.160	125	.201		

			Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)		161.609	4	40.402	200.729	.000
	Linear Term	Unweighted	133.696	1	133.696	664.235	.000
		weighted	158.480	1	158.480	787.369	.000
		Deviation	3.129	3	1.043	5.182	.002
Within Groups			25.160	125	.201		
Total			186.769	129			

Robust Tests of Equality of Means[b]

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

	Statistic[a]	df1	df2	Sig.
welch	.	.	.	.
Brown-Forsythe	.	.	.	.

a. Asymptotically F distributed.

b. Robust tests of equality of means cannot be performed for EDUCATIONAL QUALIFICATION OF THE RESPONDENTS because at least one group has 0 variance.

Post Hoc Tests
Multiple Comparisons

Dependent Variable: EDUCATIONAL QUALIFICATION OF THE RESPONDENTS							
	(I) QUALITY OF THE PRODUCT	**(J) QUALITY OF THE PRODUCT**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
						Lower Bound	**Upper Bound**
LSD	**Highly satisfied**	**Satisfied**	**-1.225***	**.099**	**.000**	**-1.42**	**-1.03**
		Neutral	**-1.986***	**.117**	**.000**	**-2.22**	**-1.75**
		Dissatisfied	**-2.725***	**.143**	**.000**	**-3.01**	**-2.44**
		Highly dissatisfied	**-3.475***	**.148**	**.000**	**-3.77**	**-3.18**
	Satisfied	**Highly satisfied**	**1.225***	**.099**	**.000**	**1.03**	**1.42**
		Neutral	**-.761***	**.116**	**.000**	**-.99**	**-.53**
		Dissatisfied	**-1.500***	**.142**	**.000**	**-1.78**	**-1.22**

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		Highly dissatisfied	**-2.250***	**.147**	**.000**	**-2.54**	**-1.96**
	Neutral	**Highly satisfied**	**1.986***	**.117**	**.000**	**1.75**	**2.22**
		Satisfied	**.761***	**.116**	**.000**	**.53**	**.99**
		Dissatisfied	**-.739***	**.156**	**.000**	**-1.05**	**-.43**
		Highly dissatisfied	**-1.489***	**.160**	**.000**	**-1.81**	**-1.17**
	Dissatisfied	**Highly satisfied**	**2.725***	**.143**	**.000**	**2.44**	**3.01**
		Satisfied	**1.500***	**.142**	**.000**	**1.22**	**1.78**
		Neutral	**.739***	**.156**	**.000**	**.43**	**1.05**
		Highly dissatisfied	**-.750***	**.180**	**.000**	**-1.11**	**-.39**
	Highly dissatisfied	**Highly satisfied**	**3.475***	**.148**	**.000**	**3.18**	**3.77**
		Satisfied	**2.250***	**.147**	**.000**	**1.96**	**2.54**
		Neutral	**1.489***	**.160**	**.000**	**1.17**	**1.81**
		Dissatisfied	**.750***	**.180**	**.000**	**.39**	**1.11**
Tamhane	**Highly satisfied**	**Satisfied**	**-1.225***	**.106**	**.000**	**-1.53**	**-.92**
		Neutral	**-1.986***	**.118**	**.000**	**-2.33**	**-1.64**
		Dissatisfied	**-2.725***	**.071**	**.000**	**-2.94**	**-2.51**
		Highly dissatisfied	**-3.475***	**.149**	**.000**	**-3.95**	**-3.00**
	Satisfied	**Highly satisfied**	**1.225***	**.106**	**.000**	**.92**	**1.53**
		Neutral	**-.761***	**.122**	**.000**	**-1.12**	**-.40**
		Dissatisfied	**-1.500***	**.078**	**.000**	**-1.73**	**-1.27**
		Highly dissatisfied	**-2.250***	**.152**	**.000**	**-2.73**	**-1.77**
	Neutral	**Highly satisfied**	**1.986***	**.118**	**.000**	**1.64**	**2.33**
		Satisfied	**.761***	**.122**	**.000**	**.40**	**1.12**
		Dissatisfied	**-.739***	**.094**	**.000**	**-1.03**	**-.45**
		Highly dissatisfied	**-1.489***	**.161**	**.000**	**-1.99**	**-.99**
	Dissatisfied	**Highly satisfied**	**2.725***	**.071**	**.000**	**2.51**	**2.94**
		Satisfied	**1.500***	**.078**	**.000**	**1.27**	**1.73**
		Neutral	**.739***	**.094**	**.000**	**.45**	**1.03**
		Highly dissatisfied	**-.750***	**.131**	**.001**	**-1.20**	**-.30**
	Highly dissatisfied	**Highly satisfied**	**3.475***	**.149**	**.000**	**3.00**	**3.95**
		Satisfied	**2.250***	**.152**	**.000**	**1.77**	**2.73**
		Neutral	**1.489***	**.161**	**.000**	**.99**	**1.99**
		Dissatisfied	**.750***	**.131**	**.001**	**.30**	**1.20**
Dunnett T3	**Highly satisfied**	**Satisfied**	**-1.225***	**.106**	**.000**	**-1.53**	**-.92**
		Neutral	**-1.986***	**.118**	**.000**	**-2.33**	**-1.64**
		Dissatisfied	**-2.725***	**.071**	**.000**	**-2.94**	**-2.51**
		Highly dissatisfied	**-3.475***	**.149**	**.000**	**-3.94**	**-3.01**
	Satisfied	**Highly satisfied**	**1.225***	**.106**	**.000**	**.92**	**1.53**
		Neutral	**-.761***	**.122**	**.000**	**-1.12**	**-.40**
		Dissatisfied	**-1.500***	**.078**	**.000**	**-1.73**	**-1.27**
		Highly dissatisfied	**-2.250***	**.152**	**.000**	**-2.72**	**-1.78**
	Neutral	**Highly satisfied**	**1.986***	**.118**	**.000**	**1.64**	**2.33**

		Satisfied	**.761***	**.122**	**.000**	**.40**	**1.12**
		Dissatisfied	**-.739***	**.094**	**.000**	**-1.03**	**-.45**
		Highly dissatisfied	**-1.489***	**.161**	**.000**	**-1.98**	**-.99**
	Dissatisfied	**Highly satisfied**	**2.725***	**.071**	**.000**	**2.51**	**2.94**
		Satisfied	**1.500***	**.078**	**.000**	**1.27**	**1.73**
		Neutral	**.739***	**.094**	**.000**	**.45**	**1.03**
		Highly dissatisfied	**-.750***	**.131**	**.001**	**-1.19**	**-.31**
	Highly dissatisfied	**Highly satisfied**	**3.475***	**.149**	**.000**	**3.01**	**3.94**
		Satisfied	**2.250***	**.152**	**.000**	**1.78**	**2.72**
		Neutral	**1.489***	**.161**	**.000**	**.99**	**1.98**
		Dissatisfied	**.750***	**.131**	**.001**	**.31**	**1.19**
Games-Howell	**Highly satisfied**	**Satisfied**	**-1.225***	**.106**	**.000**	**-1.52**	**-.93**
		Neutral	**-1.986***	**.118**	**.000**	**-2.32**	**-1.65**
		Dissatisfied	**-2.725***	**.071**	**.000**	**-2.93**	**-2.52**
		Highly dissatisfied	**-3.475***	**.149**	**.000**	**-3.92**	**-3.03**
	Satisfied	**Highly satisfied**	**1.225***	**.106**	**.000**	**.93**	**1.52**
		Neutral	**-.761***	**.122**	**.000**	**-1.11**	**-.42**
		Dissatisfied	**-1.500***	**.078**	**.000**	**-1.72**	**-1.28**
		Highly dissatisfied	**-2.250***	**.152**	**.000**	**-2.71**	**-1.79**
	Neutral	**Highly satisfied**	**1.986***	**.118**	**.000**	**1.65**	**2.32**
		Satisfied	**.761***	**.122**	**.000**	**.42**	**1.11**
		Dissatisfied	**-.739***	**.094**	**.000**	**-1.02**	**-.46**
		Highly dissatisfied	**-1.489***	**.161**	**.000**	**-1.97**	**-1.01**
	Dissatisfied	**Highly satisfied**	**2.725***	**.071**	**.000**	**2.52**	**2.93**
		Satisfied	**1.500***	**.078**	**.000**	**1.28**	**1.72**
		Neutral	**.739***	**.094**	**.000**	**.46**	**1.02**
		Highly dissatisfied	**-.750***	**.131**	**.001**	**-1.17**	**-.33**
	Highly dissatisfied	**Highly satisfied**	**3.475***	**.149**	**.000**	**3.03**	**3.92**
		Satisfied	**2.250***	**.152**	**.000**	**1.79**	**2.71**
		Neutral	**1.489***	**.161**	**.000**	**1.01**	**1.97**
		Dissatisfied	**.750***	**.131**	**.001**	**.33**	**1.17**
***. The mean difference is significant at the 0.05 level.**							

HOMOGENEOUS

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

	QUALITY OF THE PRODUCT	**N**	**Subset for alpha = 0.05**				
			1	**2**	**3**	**4**	**5**
Student-Newman-Keuls[a]	Highly satisfied	40	1.28				
	Satisfied	42		2.50			
	Neutral	23			3.26		

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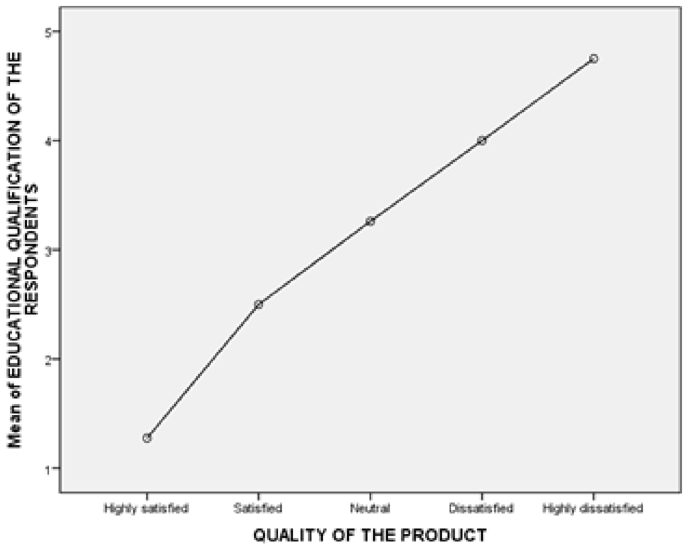
	Dissatisfied	13				4.00	
	Highly dissatisfied	12					4.75
	Sig.		1.000	1.000	1.000	1.000	1.000
Means for groups in homogeneous subsets are displayed.							
a. Uses Harmonic Mean Sample Size = 19.799.							

MEANS



RESULT

From the above analysis, they find that calculated value of the F-value is a positive 776.378 value, so H1 accept. Since the P value 199.104 is less than < 0.05 regarding there is significant relationships between educational qualification of the respondents and quality of the product. The results are significant At 4% level

VIII. FINDINGS SUGGESTIONS AND CONCLUSION

FINDINGS

1. Majority 43.8% of the respondents are in the age 21 – 25 years.
2. Majority 65.4% of the respondents are male.
3. Majority 60.0% of the respondents are married.
4. Majority 29.2% of the respondents are diploma holder.
5. Majority 43.8% of the respondents have services up to 1 year.
6. Majority 30.0% of them are getting Rs.10,000-Rs.15,000 as their income level.
7. Majority 64.6% of are nuclear family.
8. Majority 46.9% of the respondents are purchase 4-5 times per month.
9. Majority 36.9% of the respondents are known through friends & relatives.
10. Majority 29.2% of the respondents consume Soft Panneer.
11. Majority 32.3% of the respondents are satisfied about quality of the product.
12. Majority 36.2% of the respondents are feeling good with quantity of the product.
13. Majority 33.8% of the respondents reason for buying products because of its features.
14. Majority 33.1% of the respondents are attracted from promotional activities in instalments.

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15. Majority 32.3% of the respondents good about packaging of the products.
16. Majority 41.5% of the respondents are agree with the brand name of the product.
17. Majority 40.0% of the respondents are highly satisfied about Advertising.
18. Majority 41.5% of the respondents are highly satisfied by Curd.
19. Majority 32.3% of the respondents are about more sizes.
20. Majority 35.4% of the respondents are preferred to buy for Good Promotional Scheme.
21. Majority 36.2% of the respondents are selecting the product for Brand Loyalty.
22. Majority 38.5% of the respondents are influences to buy the product for Easy Availability.

SUGGESTIONS

To sell its products, the sector should focus on more aggressive advertising. The business should introduce more and more marketing campaigns, such as "two for the price of one" deals and discount coupons. The business should work harder to promote its brand, as consumers prefer reputable brands when purchasing any item. Customers consider pricing to be a key consideration when making purchases, so products should be priced appropriately. The business must boost sales promotions while adhering to the rationale trend. The product is competitive in the consumer market, thus the company keeps using its media influence to influence what the buyers want. Television media have a significant role in the product and are also elements influencing customer behavior. All products are truthful and deviate from quality, flavor, and other factors so they can compete with other goods on the market.

CONCLUSION

A consumer strategy is anything that changes over time to accommodate shifting consumer circumstances. The results of Enterprise's many various company types are continuously examined and assessed. Decision-making is thus informed by judgments. This made it possible to create fresh approaches to enhancing operations. Customers should be the company's primary focus because they determine whether the company will expand or fail the most. The company needs to respond to complaints more quickly. The business should allocate a specific quantity of dairy products just for the dealers and provide them at no cost as incentives. The business needs to hire more and more people to promote its brands. The product's delivery time should be sped up by the company. This study adds to there understanding of consumer purchasing patterns in the market for electronic household appliances. The study's main findings show that the dependent variable was very marginally correlated with the entire set of independent variables. On the other hand, a thorough investigation discovered that the purchasing habits of Indian customers were substantially influenced by social, physical, and marketing mix aspects.

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