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A study on consumer's buying behavior towards dairy products in India

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Abstract

Nowadays the rapidly changing and cut-throat market is the prime factor that leads to the accomplishment of any business is based on how much the business knows its customers and their way of consumption and acknowledging the reasons that put an impact on their decision-making process for coming up with appealing and interesting discounts and offers of products and caring services and having different Integrated Marketing communications tools that would help customers know about company's different products and services as well will take care the basic and important requirements of the customers at the same time. Understanding consumer behavior is an analysis that involves a huge and powerful range of topics related to marketing awareness and the survey requires a continuous process. This research paper examines milk and different dairy products which are a few of the daily-consumed food products which are indicated by comparatively more buying frequency. People across India tend to consume different products made out of milk at different quantity, quality, and price concerning the different buying habits. That being the case, we are focused on identifying and studying the habitual buying behavior concerning dairy products in India. Furthermore, this research paper consists the study of various demographic factors that influence the consumer's buying decisions of different dairy products from different brands available in India, their buying frequency, how companies' works for remaining the favorite brand of its customer, loyalty towards the brand, and the importance that customer finds in their particular milk or dairy products.

Keywords: Dairy products, buying habit, consumers, satisfaction

Introduction

Nowadays markets are facing fierce competitive conditions that are affecting the customer's buying habits, it is important to study the consumer buying habits or behavior towards products available in the market. Examining the buying habit of customers becomes more important when numerous substitutes for a product is available in the market. Accordingly, the adoption of various developed marketing strategies, different marketing programs, and its success is based heavily on the brand capability to rightly realize customer's needs and what they want from us. Companies also need to understand the various factors which influence the customers when they purchase a product for the reason of reaching up to their satisfaction. Because of this, studying and identifying customer behavior should be the foremost and one of the significant duties of marketers. Marketing can be regarded as a company activity and a number of processes related to the creation, communication, and delivering valuable and great worthy products to customers. When we talk about milk and other dairy products it is considered as one of the important food products which are consumed by almost every person. But, the choice of different dairy products brand and liking of the products may vary because of the popularity of a brand, the taste of the products, price satisfaction, availability, etc. Hence, providing good quality milk and dairy products can help in the processes which involve the management of the customer relationships in such a way that brings profit and benefits to the brand and its stakeholders as well (Burrow, 2012) ^[30]. Marketing is everything that involves performing all commercial affairs on the subject of the final results (Gilaninia *et al.*, 2013) ^[29]. Hence, taking into consideration these definitions it is quite clear that customers have a significant role to play in marketing management and due to this reason, the brand always keeps an aim to produce value for its consumers, incorporated in produced goods and services, by which consumer will be able to meet his set expectations and reach to his required satisfaction (Barmola and Srivastava, 2010) ^[31]. In the opinion of Grunert (2005) ^[3]; Kumar and Babu (2014) ^[17] states that consumers recognize the quality of milk and dairy products by various aspects and not only based on senses.

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According to these authors, they talk about the recognition of dairy product quality, customers are more focused on sensory attributes e.g. taste or aroma, health factors, comfort as well as process attributes, in other words, the manufacturing processes such as organic, animal welfare or genetic modification). Now regarding the facts that influence the customer's attitude, knowledge, decisions related to diet, Pieper, Doherr, and Heuwieser (2016) [7] included a few of the factors age, gender, education, residence of the buyer, economic condition, and whether the consumer has children. Consumption of the cheese plays a significant role for people who are aged from 18 to 65. Whereas, for kids, the primary source of calcium is milk and dairy products. And the share of milk and dairy products increases in people who are over 65 years of age.

Each and every person sometimes plays a significant role as a purchaser who purchases different products and services on a daily basis for satisfying his/her requirements and desires. Hence, getting absolute satisfaction from the purchased goods is what drives consumers to come back to the marketplace. Nevertheless, the brands should keep in mind that consumers' buying habits do not only concern with the purchase of a product. As stated in the definitions of Hoyer *et al.* (2013; p. 3), that consumer's behavior towards buying a product reflects an overview of every aspect of the customer's decision related to the acquisition, consumption, and depositing a product. Consumer decision-making is tough which cannot be explained always. Hence, the marketers should focus on each trend, customer requirements, and their behavior of buying products.

Developing research objectives

The purpose of this paper is to analyze the buying behavior in relation to dairy products in India. This research paper also talks about the demographic factors, what company does to retain their customers, and the benefits and importance of milk and dairy products for the customers.

Specific objectives are

1. Understand the influences of various marketing and demographic factors on consumers' habitual behavior towards buying dairy products.
2. Dairy products manufacturers companies target their customers with an aim to retain them.
3. To understand why Indian dairy products should be consumed/what is the importance of consuming Indian dairy products.

Literature review

The most significant nutrient found in milk is proteins. Milk is constituted of natural substances and it also has amino acids; these all are beneficial for the purpose of forming of issues in the human body. The proteins in milk have 18 out of 22 vital amino acids that cannot be formed by the human body itself and these are unavoidable for keeping a human body healthy and active. These are divided into two groups such as caseins and whey proteins (Gonda, 2009; The Dairy Council, 2007-2014) [32].

Consumer behavior builds important parts of human behavior (Kita *et al.*, 2002) [33]

Lake (2009) [34] introduced the classification of factors that influence the buying behavior of consumers related to their attitude, emotions, beliefs (psychological factors) and culture, society, or family structure (external factors).

Kotler and Armstrong (2004) [35] gave a classification that consists of four elements that influence the customers buying behavior and those are cultural factors, in other words, cultural, sub-cultural, social status. Social factors for instance family structure, reference group, etc. personal factors such as family life cycle, age of the family members, economical position, lifestyle, preference, choice, etc. Lastly, psychological factors and those are self-concept, motivation, education, etc.

Kosiciarova, Nagyova, and Holiencinova (2017) [36] stated that the consumption of milk and dairy products in developed countries is more (around 300 kg per capita) than in developing countries.

Rozenberg, Body, Bruyere *et al.* (2016) [20] states that so many countries have nutritional suggestions for around three portions of milk or dairy products every, day for instance, 1 cup of milk, 1 slice cheese, and 1 bowl of yogurt.

Hatirli, Ozkan, and Aktas (2004) [4] said that milk and products made out of it are extremely nutritious for the human body because it contains almost all the important and unavoidable nutrients,

In the view of Bongard, Ruidavets, Simon *et al.* (2012) [1] the consumption of milk is associated with the reduction of risk of death no matter what the main reason is, for instance, unbalanced diet, age, any type of health problems learning as well as social and economic status.

Each and every people play the role of a customer who purchases different goods and services on an everyday basis for satisfying their own requirements and desires. Still, companies need to keep in mind the only buying a product does not change the consumer's behavior there are other factors as well. Sandhusen (2008) [37] distributed factors that influences the buying behavior of the consumer into interpersonal, those operate among customers, like, perceptions and mindsets.

Lastly, Schmitz (2012) [38] distributed the factors that put an impact on the buying behavior of consumers into four parts in close with situational factors such as, customer's personality, self-understanding, needs, desires, attitude social status related to culture member groups, opinions as well as family structure. In the end, we can very well understand that almost every author possesses a similar kind of conformity concerning all the factors.

Methodology

Methodology used in the study includes following parts:

1. **Identifying the behavior towards the dairy products**
This part covers the researcher describing the framework of the research and studied the buying behavior of dairy products. By describing the framework of this research, we explain that why the research is carried out on the different buying behavior of the consumers towards dairy products and why they opted a particular dairy brand.
2. **Determining and arrangement of instruments**
This part covers the making of questionnaire, under that the questions are in questionnaire related to study of customer perception toward dairy product and used indicators that exist in operational variables. In these questions we can measure the consumer choice to dairy products for marketing mix. In this questionnaire, Likert scale is used to scale the behavior of consumer on 5 alternative answers.

3. Reliability and normality test

Reliability is consistency, stability, clarity or accuracy and predictability. Reliability is a measurement of result that can be trusted. And Normality test is used to understand that the set of data is well designed or not by doing normal distribution. Instruments for reliability testing by using the Cronbach Alpha test, Kruskal-Wallis test, Shapiro-wilk test, Mann-Whitney U test.

4. Sampling technique

Sampling is the method that helps a lot in every research. It is one of the most important key factors to determine the accuracy of the research/survey. Here in this study non-probability sampling is used for collection of data. Under non-probability sampling researchers using convenience sampling method. In this questionnaire, it is spread to those group of people who are easy to reach or contact.

5. Data collection

Collection of the data in this study, by spreading the questionnaire having several questions to the consumers

of dairy product in India. In the questionnaire having questions about that measuring the satisfaction level of consumer to the various dairy products available in the market. to get the answer of respondents, we used a scale of strongly agree to strongly disagree, always to never, fully satisfied to fully dissatisfied and extremely likely to extremely unlikely etc.

Analysis and Results

Results

Descriptive

Table 1: Total number of responses

According to you which age group mostly consume milk?	
N	207
Missing	0

Frequencies

Frequencies of according to you which age group mostly consume milk?

Table 2: Milk consumption by different age groups

Levels	Counts	% of Total	Cumulative %
Adult	14	6.8 %	6.8 %
Infants	87	42.0 %	48.8 %
Infants, Adult	2	1.0 %	49.8 %
Infants, Teens	24	11.6 %	61.4 %
Infants, Teens, Adult	4	1.9 %	63.3 %
Infants, Teens, Adult, old	8	3.9 %	67.1 %
Infants, Teens, old	9	4.3 %	71.5 %
Infants, old	9	4.3 %	75.8 %
Teens	39	18.8 %	94.7 %
Teens, Adult	4	1.9 %	96.6 %
Teens, Adult, old	2	1.0 %	97.6 %
Teens, old	2	1.0 %	98.6 %
Old	3	1.4 %	100.0 %

1. It is clearly observed that from the above result the milk is mostly consumed by the age group of infants as it covers 42% of respondent responses out of 207.
2. It is the highest responses among all as we have given choices of mixed age group also but according to the survey occurred it alone got 87 counts by the public.

Descriptive

Table 3: Commonly preferred milk brand

According to you, which brand is best in milk industry?	
N	207
Missing	0

Plots

According to you which age group mostly consume milk?

Plots

According to you, which brand is best in milk industry?

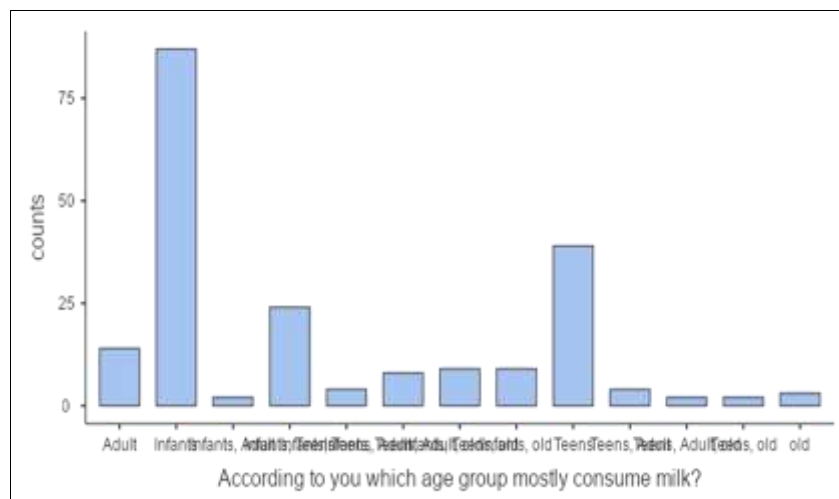


Fig 1: Graphical representation of milk consumption in different age groups

1. By giving option of 15+ brands approximately across some states of country (INDIA) to know which brand is the best in milk industry according to people who takes part in completing the survey? It came to a result that

AMUL is the brand which people like mostly across the country covering almost all regions of India.

Reliability analysis

Table 4: Result of Cronbach’s alpha test

Scale reliability statistics	
Cronbach's α	
Scale	0.858

For the sake of checking the reliability of an objectives of questionnaire or we can say that for checking the reliability of survey we have done Cronbach’s Alpha test where we

found that the value, we have got is 0.858 which is more than good or we can say that it is better consistent or much more reliable in nature.

Exploratory factor analysis

Table 5: Factor analysis (Uniqueness)

Factor loadings	Factor			Uniqueness
	1	2	3	
I buy Dairy Products everyday		0.414		0.757
I buy a dairy products of a particular brand every time	0.433			0.780
Level of satisfaction with the brand of dairy products I am using.	0.748			0.463
How likely are you to recommend the Dairy products of your preferred brand to your friends?	0.638			0.602
The dairy products of the brand I am using is manufactured from high-quality components and material.	0.782			0.403
Taste of my preferred dairy product is satisfied	0.780			0.394
I will buy the dairy products of my preferred dairy brand in the future as well	0.723			0.432
I am satisfied with the price of the dairy product of my preferred brand.	0.655			0.568
I consider myself a loyal customer to a particular dairy brand that I always use too.	0.570			0.628
The dairy product was a good purchase	0.541			0.699
The dairy product I purchased was what I expected	0.731			0.404
I will travel to buy a dairy product of a particular brand if it is not available nearby me.	0.371			0.682
Milk is essential for your growth.		0.880		0.232
Do you believe that calcium that present in milk is necessary for your bone as well as body?		0.813		0.367
Do you know how much amount of calcium is present in a cup of m				0.984
Are you a lactose intolerance person? (Lactase enzymes helps to digest the dairy products).			0.664	0.549
Dairy products have many important nutrients for human body.		0.692		0.460
Best option to consume yogurt is during breakfast or on an empty stomach.			0.541	0.584
It is important to add milk and other dairy products in your diet as it helps to reduce age-related muscle loss and promote muscle repair after exercise.		0.529		0.547
According to you taking dairy products on daily basis can be harmful for your health in anyway?			0.602	0.642
For health 'fresh milk is better than packet milk'.		0.430		0.773

Note: 'Minimum residual' extraction method was used in combination with a 'oblimin' rotation

Table 6: Result of Bartlett's test of Sphericity

Bartlett's test of Sphericity		
χ^2	Df	p
1726	210	< .001

Assumption checks

Table 7: Result of KMO measure of sampling adequacy

KMO measure of sampling adequacy	
MSA	
Overall	0.861
I buy Dairy Products everyday	0.809
I buy a dairy products of a particular brand every time	0.839
Level of satisfaction with the brand of dairy products I am using.	0.901
How likely are you to recommend the Dairy products of your preferred brand to your friends?	0.889
The dairy products of the brand I am using is manufactured from high-quality components and material.	0.915
Taste of my preferred dairy product is satisfied	0.907
I will buy the dairy products of my preferred dairy brand in the future as well	0.898
I am satisfied with the price of the dairy product of my preferred brand.	0.888
I consider myself a loyal customer to a particular dairy brand that I always use too.	0.896

The dairy product was a good purchase	0.827
The dairy product I purchased was what I expected	0.924
I will travel to buy a dairy product of a particular brand if it is not available nearby me.	0.892
Milk is essential for your growth.	0.775
Do you believe that calcium that present in milk is necessary for your bone as well as body?	0.777
Do you know how much amount of calcium is present in a cup of m	0.295
Are you a lactose intolerance person? (Lactase enzymes helps to digest the dairy products).	0.735
Dairy products have many important nutrients for human body.	0.875
Best option to consume yogurt is during breakfast or on an empty stomach.	0.824
It is important to add milk and other dairy products in your diet as it helps to reduce age-related muscle loss and promote muscle repair after exercise.	0.864
According to you taking dairy products on daily basis can be harmful for your health in anyway?	0.679
For health 'fresh milk is better than packet milk'.	0.796

1. From Bartlett’s test of sphericity, we have found that p value is <0.001 which is <0.5 which means the factors are highly significant in nature.
2. In this KMO Measure of Sampling Adequacy test it was found that the adequacy of sampling is highly significant as the values of MSA comes in >0.5 so it

shows adequacy throughout the sampling as the values are nearly same. So, in this case the null hypothesis is accepted.

One-way ANOVA (Non-parametric)

Table 8: Result of Kruskal-Wallis test of research objective 1

Kruskal-Wallis			
	χ^2	df	p
I buy Dairy Products everyday	12.78	8	0.120
I buy a dairy products of a particular brand every time	5.28	8	0.728
Level of satisfaction with the brand of dairy products I am using.	8.12	8	0.422
How likely are you to recommend the Dairy products of your preferred brand to your friends?	10.95	8	0.205
The dairy products of the brand I am using is manufactured from high-quality components and material.	17.21	8	0.028
Taste of my preferred dairy product is satisfied	7.93	8	0.440
I will buy the dairy products of my preferred dairy brand in the future as well	11.23	8	0.189

One-way ANOVA (Non-parametric)

Table 9: Result of Kruskal-Wallis test of research objective 2

Kruskal-Wallis			
	χ^2	df	p
Milk is essential for your growth.	6.70	8	0.569
Do you believe that calcium that present in milk is necessary for your bone as well as body?	4.80	8	0.778
Do you know how much amount of calcium is present in a cup of m	8.41	8	0.394
Dairy products have many important nutrients for human body.	8.03	8	0.431
For maintaining proper health of debilitating (very weak) bone intake of yogurt is helpful.	8.36	8	0.399
It is important to add milk and other dairy products in your diet as it helps to reduce age-related muscle loss and promote muscle repair after exercise.	13.48	8	0.096

One-way ANOVA (Non-parametric)

Table 10: Result of Kruskal-Wallis test of research objective 3

Kruskal-Wallis			
	χ^2	df	p
Do you include butter into your breakfast on a daily basis?	9.31	8	0.317
For health 'fresh milk is better than packet milk'.	9.46	8	0.305
It is important to add milk and other dairy products in your diet as it helps to reduce age-related muscle loss and promote muscle repair after exercise.	13.48	8	0.096
Best option to consume yogurt is during breakfast or on an empty stomach.	9.75	8	0.283

1. For all the three objectives we have performed Kruskal Wallis test or one-way ANOVA as it is rank based nonparametric test that can be used to determine if there are statically significant difference between two or more groups of an independent variable on a continuous or ordinal dependent variable.
2. From the above data we came to know that the df value of all the three objective tests are same which means that the data is very much correct and the p value is also

approx. the same and it lies under the -1 to +1 which means that it is highly correlated.

Interpretation

1. Reliability test-Cronbach’s alpha: Cronbach’s alpha is accepted as a measure which is used to evaluate the reliability or the internal consistency of a set test items. The reliability of any given measurement denotes to the extent to which it is consistent measure of a concept,

- and hence Cronbach's Alpha is a way to measure the strength of that consistency.
2. The end result of Alpha coefficient of reliability ranges from 0-1 for the assessment of a measure's reliability. So, if all of the scale items are totally independent from one another i.e., the scale items are not correlated or share no covariance, in this case $\alpha = 0$; and, if all of the scale items are having high covariance in that case Alpha will approach towards 1. Now, according to the Cronbach's Alpha test for checking the reliability of an objective of questionnaire or survey, the value that we got is 0.858 and it is approaching towards 1, which means the scale items are highly correlated or much more reliable in nature.
 3. Bartlett's test of sphericity: Bartlett's test is basically used to test the assumption that variances are equal (homogenous) of all the groups. Bartlett's test evaluates that the assumption of equal variances is true before running any statistical test like the One-Way-ANOVA.
 4. Now, by doing the Bartlett's test above, the p -value that is found is as less than .001 which states that the factors are significantly distributed and we can take all the factors (objectives) for study.
 5. One-Way-ANOVA-Kruskal Wallis test: Kruskal Wallis test is a nonparametric test (distribution free). Kruskal Wallis test is used when the assumptions of One-Way-ANOVA are not met. The assessment for significant differences on a continuous independent variable with two or more groups is done by both Kruskal Wallis and One-Way ANOVA test.
 6. Now, by doing the Kruskal Wallis test above, we found out that Degree of freedom all the statements related to all the 3 objectives is same which is 8 and which means large sample size and more power to reject a false null hypothesis. We have also found out that the p -value for all the statements of all the three objectives lies under - 1 to +1 which means that it is highly correlated.

Limitations of the study

1. The data is collected from some region or states of India.
2. Due to limitation of time only few people would be selected for the study or questionnaire.
3. Methods of data collection is also different because due to Covid-19 pandemic, we collected all data through online so we collect the present study is based on both primary and secondary data. The study is mainly based on primary data. The primary data required for this study has been collected from the consumer of various brand dairy and dairy products. The primary data has been collected through a well- structured questionnaire. The study is also based on the secondary data. The secondary data required for this study has been collected from various books, journals and magazines related with dairy and milk product. So, while doing this study we face some problem while collecting data we do not had any face-to-face conversation with dairy product customers.
4. Due to lack of knowledge people don't know about given details
5. Physical feed efficiency – so they ignore nutrient density, cost and body reserves
6. Energy conversion efficiency – so they ignore body reserves

7. Residual energy intake – relies on prediction of energy requirements.
8. Lifetime efficiency – Difficult to calculate for individual firms or person.
6. The dairy market is very competitive in India for both the local and foreign companies. The study was aimed at gaining insight into the factor influencing consumer buying behavior with respect to dairy product. So due to the so many options in the field of dairy products common people are confused while purchasing or even while giving the answer of the given questionnaire.
7. There are so many other factors which also influence people too so they take decision according to the following reason too like taste, price, nutrition & health, convenience, prefer homemade, freshness /naturalness, packaging / appearance. So given example are also limitation for our study because it confused common people while choosing dairy products.

Conclusion

Our research of “a study on consumer's buying behavior towards dairy products in India” based on questionnaire survey and by analyzing the data received through the questionnaire shows that there is various demographic, brand value as well as knowledge of the importance of consuming dairy products related factors that influence the consumer's buying behavior towards dairy products. Maximum of the surveyed population having family size of 3-5 people spend almost the same amount of money on dairy products on average Rs.50-100 per day and there is a low number of people who spent a high amount regarding the purchase of any sort of dairy products. In this research, the target group of respondents was between the age 18 and 35 years from across some states of India. In the opinion of the respondents, it was found that mostly the young consumers are mainly influenced by the taste and brand of the dairy product and majority of times they buy dairy products of a particular brand which clears that the taste of consumer's preferred dairy products is satisfied. Hence, it can be assumed that the dairy manufacturers retain their customers by proving good taste and high quality of products also keeping in mind the health aspects in consumption of various dairy products. Consumer's buying behavior or preferences also changes according to some people being lactose intolerance, requirement of specific dairy in their diet according to nutrients present in the products which is essential for human body. Research shows that maximum respondents prefer cow milk over buffalo milk or any other types of milk but equally in loose or packed form. In the conclusion, we can assume that despite being any increase in the price of consumers' preferred dairy products in the future, consumers are ready to purchase the same brand because of need, knowledge, availability, brand value and satisfaction over price as well as quality of the dairy products.

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