

A Study on Consumer Purchase Intention Towards Dairy Food Products With Reference to Chennai City

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Abstract

The study focus on consumer preference Towards dairy food products. The study identifies and concentrate on variety of dairy food products such as milk, butter, ghee etc. the research reveal that the consumer has various purchase intention such as perceived quality, price, customer satisfaction, brand image. The study also identifies the nutritional values which was contained in the dairy products as the major reason for the consumer preference for towards the dairy products. The study was adopted the convenience sampling method with different age groups among 100 consumers as respondents
Keywords: Consumer purchase intention, Nutritional values, dairy food products.

INTRODUCTION

The possibility or inclination of customers to acquire products like milk, curd, cheese, butter, and other milk-based products is referred to as consumer purchase intention toward dairy food products. A number of factors, including as availability, brand trust, pricing, product quality, and health awareness, have affected this desire in recent years. When making purchases, people typically give freshness, safety, and nutritional content top priority because dairy products are a necessary component of daily diets, particularly in nations like India. Additionally, consumer preferences and purchasing behaviour in the dairy industry have been greatly influenced by urbanization, shifting lifestyles, and growing awareness of good eating practices.

Objectives

1. To Analyze the Demographic profile of the consumer who purchase the dairy food products.
2. To Classify the variety of dairy food products preferred by consumer in the market
3. To understand the consumer intention over preferring the dairy food products.

RESEARCH QUESTIONS:

1. What are the various kinds of Dairy food products preferred by consumers?
2. List out the various purchase intention motives of consumers towards the dairy products.

Review of Literature

Pandian 2017 etal examine the factors influencing the consumption of cheese, semi-log functional model. A total sample size of 450 household consumer were selected by simple random sampling from fifteen zone of Chennai city. The study suggested that a producer should analyze the different factors that influence the consumer and to ascertain how he can increase the consumers' utility from his product. these results have the potential to assist in the construction of a market strategy.

Chitrambigai 2022 etal identify various constraints faced by urban consumer and to asses the interrelationships between constraints score in consumption of dairy product and socio- demo graphic factors. The results indicated that the variable, such as monthly family income were found to be positively influencing the constraints some whereas family size educational status of the head of household and presence of children in family were found to the negatively influencing constraint score in consumption of fluid risk

Ambika 2022 etal focused on the dairy product like milk, curd, sweet etc. the research was confine 10 locations in the Andra Pradesh states in Chennai surrounded sholinganallur places. The research finds out the customer taste and preference for choosing the milk products. the outcome of the research stated clearly on the quality of services customers receiving through dairy product.

Amer Singh 2024 etal analyzed the consumer consumption pattern and the factors modulating consumption of functional dairy food based on the data collected from 220 respondents (160 consumers and 60 sales points). It has also found that factors like income, price, occupation, dietary habits, family size and location significantly influence the consumption expenditure on fdfs

RESEARCH METHODOLOGY

The sampling data were collected from 100 respondents. The study adopted the Convenience sampling from the respondents in the Chennai city. The simple Percentage analysis were used to analysis the data and interpret the results. The responses were collected from the dairy products consumers with several age group

DATA INTERPRETATION

TABLE 1 Age

AGE	NO OF RESPONDENTS	PERCENTAGE
20-30	18	18%
31-40	36	36%
41-50	17	17%
51& Above	29	29%
TOTAL	100	100%

From the Table, the age group between 31-40, are preferring the dairy product much as compared to other age group respondent.

TABLE 2 Annual Income

Annual Income	No. of Respondent	Percentage
100000-200000	20	20%
200000-300000	26	26%
300000-400000	22	22%
400000 & Above	32	32%
Total	100	100%

From the above table, the consumer who have the income level of Rs.400001 & above annual have more purchase intention towards the dairy product consumption

TABLE 3 -VARIETY OF DAIRY PRODUCTS

PRODUCT	NO OF RESPONDENTS	PERCENTAGES
Milk	47	47%
Butter	16	16%
Butter milk	8	8%
Ghee	2	2%
Curd	27	27%
Total	100	100%

From the above table 47% of consumer prefer milk more as compared to other dairy products followed by curd 27% and Butter 16%. The consumer prefer milk as their daily routine product in their day to day life.

Table 4 NUTRITIONAL VALUES

NUTRITIONAL VALUES	NO OF RESPONDENTS	PERCENTAGES (%)
Calories	21	21%
Carbohydrates	12	12%
Fiber	04	04%
Sugar	02	02%
Fat	08	08%
Proteins	47	47%
Cholesterol	07	07%
Total	100	100%

From the above table, consumer prefer dairy products for the proteins present in them 47% of the consumer prefer the dairy product for protein gaining through milk and other allied dairy products.

Table 5 Purchase intention towards dairy product

PURCHASE	NO OF RESPONDENTS	PERCENTAGES
Perceived quality	42	42%
Perceived price	18	18%
Customer satisfaction	15	15%
Brand image	25	25%
Total	100	100%

From the above table consumer have purchase intention towards dairy products by identifying the perceived quality in the dairy product as compared to other kinds of purchase motives. 42% of consumer prefer the dairy product because of perceived quality present in the dairy

Table 6 - USAGE

USAGE	NO OF RESPONDENTS	PERCENTAGE
Daily	91	91%
Weekly	09	09%
TOTAL	100	100%

From the above table, 91% consumer prefer the dairy products .

The dairy products such as milk, butter & butter milk are preferred by the consumer on their day to day life.

Findings of the study:

1. The study finds that the age group between 31-40, are preferring the dairy product much as compared to other age groups.
2. The study identifies that 32% of consumer belongs to the income level of 400001 & above
3. The study reveal that, 47% of the consumer have the intention to purchase milk as compared to other dairy products
4. The study reveal that, 47% of consumer prefer and intention purchase the dairy products for gaining the protein as nutritional value
5. The study finds that 42% of the consumer purchase the dairy products, because of the perceived quality of the them.
6. The study reveal that 91% of the consumer purchase and prefer the dairy product such as milk, butter and butter milk on daily basis.

CONCLUSION

In conclusion, a number of variables, including Nutritional value, perceived quality ,Brand image influence consumers' intentions to buy dairy products. High-quality and value-added dairy products are becoming more and more popular as customers become more conscious about nutrition and food safety. Innovative options such as probiotic, organic, and low-fat dairy products are becoming more and more popular, according to market trends. Businesses and marketers can create more effective strategies to satisfy client demands and raise customer satisfaction by having a deeper understanding of these preferences.

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