

# A study on consumers awareness and consumption pattern of ghee brands in Coimbatore District

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## ABSTRACT

Today, India is 'The Oyster' of the global dairy industry. It offers opportunities galore to entrepreneurs worldwide, who wish to capitalize on one of the world's largest and fastest growing markets for milk and milk products. The present study is based on the awareness and Consumption pattern of Milk and Milk products among the customers. The study mainly concentrated on general price level, quality & consumer expectation overall satisfaction, general awareness and consumer preferences of Milk.

## 1. Introduction

Dairy industry plays a vital role in India's agro-based economy, and involves production, procurement, storage processing and distribution of dairy products. It also involves processing of raw milk into products as consumer milk, butter, skimmed milk powder, Yogurt, cheese, condensed milk, etc. The main aim of Indian Dairy industry is to manage the resources available to increase production. As health is the basic level of functional and metabolic efficiency of a living organism and dairy industry plays a vital role in human health. Systematic activities are arranged to prevent and cure health issues and helps in promoting good health. Good health is basis to human happiness and long life. Milk is one of the most nutritious intakes which is normally accepted by all age group both by rich and poor and is consumed in various state as raw milk, pasteurized milk and as hot drink. In order to provide quality milk, Government started establishing various dairy industries in hygienic conditions. Later on, number of dairy industries was established in important cities and states.

## 2. Statement of the study

Consumers are the kings of the market. That too in health related food product markets, each consumer in very strict and perfect in selecting the products which suits their health. Milk has long been seen as a healthy drink, because it is high in a range of nutrients. As dairy products play a vital role in consumers' health, they are very sharp in selecting the best brands. The World Bank funded Operation Flood (OF) Programme commonly known as "White Revolution" was instrumental for enhancing the milk production in the country. The importance of Operation Flood programme was that it had focused on small rural producers and their producer organizations were established all over the country for sustainable dairy based enterprises in the rural villages of India.

## 3. Review of literature

1. Dhanabalan. M. (2012)<sup>1</sup> opined that dairy has an important role in improving the overall economic

conditions of rural India. To maintain the ecological balance, there is need for sustainable and balanced development of agriculture and allied sectors. From our first plan onwards, planners have given priority to allied sector for the economic development of the rural sector. Dairy farming is described as a small industry which provides gainful employment opportunities. It comprises of about six per cent of the national income.

2. Karmakar K.G. and Banerjee G.D. (2016)<sup>2</sup> pointed out that growth in milk production is likely to continue at the present rate of 4.4% in the near future. Who is going to handle this incremental milk? We must bear in mind is both income and price. We must bear in mind both income & price elasticity account for approximately 15% of the total expenditure of food. Demand for milk, at current rate of income growth is estimated to grow at 7% per annum. Interestingly, demand for milk is expected to grow steadily over the next two decades as the low income rural and urban families who have higher expenditure elasticity would also increase their income due to new economic environment.
3. Ganguly and Gopal (2011)<sup>3</sup>, conducted a study entitled 'Metropolitan Milk Market in India'. They have found that three-fourth of the milk in Bombay and Calcutta has been purchased by households with low or moderate income. Similarly half of the milk supply in Madras and Delhi was purchased by the same category of people. The study also highlighted that 95% of all the households bought milk regularly and 45% of them purchased exclusively from modern dairies under the city milk scheme. The study also concluded that the share of modern dairies in the liquid milk market had increased presumably because they charged 40% less than that of the traditional sector.

**4. Objectives of the study**

1. To study the level of awareness and analyse the factors that make the consumers prefer Ghee.
2. To access the consumers consumption pattern of Ghee in Coimbatore district.

**5. Research methodology**

It is a systematic and theoretical analysis applied in the study. It is the systematic investigations and study of materials & sources to publish facts and reach different ends. This process is used to collect information and data to make decisions. Research is used to collect information and data to make decisions. Research is used to verify, test, analyze & identify an event and find solutions. It is the science of studying the research of how it is to be done. It can be simply termed as a task of searching data and obtaining required results.

**Sample Design**

It is the framework and road map which serves as a basis for selection of sample survey. Coimbatore district is known as "The Manchester of South India", and it is best known for its centre for good and best Dairy industries.

**Data Collection**

**Primary Data:** It means the real data which is collected from the original data available and it is treated as first hand information. These data will be in quantitative & qualitative form and statistical data as charts, graphs, diagrams etc. These data must be interpreted and evaluated properly. It will be suitable only for some type of researchers. It is little much expensive and tough to gather information.

**Secondary Data:** It is the data which is gathered previously and used by researchers; it is generally used to increase the sampling size of research studies. It can be easily obtained and cheaper. For my study, this data was gathered from equipped libraries, Internet and various Journals and basic topics details were obtained from books and diary industries.

**Sampling Design:** It is the method of taking some units from whole population. The researcher has collected the data from both primary and secondary sources of the dairy products. In order to find out the brand preference by consumers, Questionnaire was issued to 1000 respondents in and around Coimbatore district.

**Period of the Study**

The study covers the period of twelve months from June 2017 to July 2018.

**Frame work of Analysis**

The core of the study being Consumers Awareness, perception and satisfaction, the study centers around the dependent variables viz. the level of awareness, level of perception and level of satisfaction perceived by the consumers and its relationship with the related independent variables.

**Statistical Tools**

The difference in the extent of using the hospital services between the different types of respondents are based on their age, gender, educational qualification, occupational status, monthly family income, marital status, family size, family style, residential area, awareness, types of products available, uses of the product were studied by means of percentage analysis, Anova, Weighted mean score, percentage, Garrett ranking, correlation, path analysis, regression, correlation, discriminant function, factor analysis, chi-square have been used appropriately.

**6. Level of awareness about ghee brands among consumers**

Null Hypothesis:

There is no significant difference in the mean awareness score on **ghee brands** among the consumers.

ANOVA TABLE

SOURCE	DF	S S	M S	F
Between groups	11	2937.992	267.090	145.23**
Within groups	8388	15426.63	1.839	

\*\* - Significant at 1 % level

Since the F is significant the null hypothesis of no difference in the mean awareness scores on Ghee brands is rejected and there is significant difference in the mean awareness scores among consumers. The mean awareness scores among the consumers are furnished below

TABLE  
LEVEL OF AWARENESS ABOUT GHEE BRANDS

S.No	BRANDS	Mean score	Rank
1	Aavin	4.23	1
2	Aroma	4.11	2
3	Hatsun	3.48	8
4	Milk Mist	3.90	4
5	RKG	3.64	7
6	GRG	3.81	5
7	Udayakrishna	4.06	3
8	AAC	3.38	9
9	Ayyapaa	3.74	6
10	Ganapthy	2.22	12
11	Krishna	2.90	10
12	Sakthi	2.70	11

The above table showed that among 12 awareness scores on Ghee brands, the mean score ranged from 2.22 to 4.23 and the awareness score for 'Aavin' secured higher mean score and stood at top, followed by the awareness score for 'Aroma' secured next higher mean score and stood at second, the brand 'Udayakrishna' secured next higher mean score and stood at third and finally the brand 'Ganapthy' secured least score and stood at last.

QUANTITY OF GHEE PURCHASED

S.NO	QUANTITY	CONSUMERS	PERCENTAGE
1	50 ml	-	-
2	100 ml	230	32.9
3	200 ml	243	34.7

4	700 ml	104	14.9
5	1 ltr	123	17.6
	TOTAL	700	100

Source: Primary

It is seen from the above table that 34.7 % of the consumers purchase 200 ml of ghee, followed by 32.9 % purchase 100 ml of ghee. Thus it is concluded that most of the consumers (34.7%) purchase 200 ml of ghee.

POINT OF PURCHASE OF GHEE

S.NO	PURCHASE AT	CONSUMERS	PERCENTAGE
1	Near by shop	123	17.6
2	Department store	67	9.6
3	Company outlet	-	-
4	Dealer's point	230	32.9
5	Others	280	40.0
	TOTAL	700	100

Source: Primary

It is seen from the above table that 40 % of the consumers purchase ghee at other point of place, followed by 32.9 % purchase at Dealers' point. Thus it is concluded that most (40%) of the consumers purchase ghee at other point of places.

PURPOSE OF PURCHASE OF GHEE

S.NO	PURCHASE	CONSUMERS	PERCENTAGE
1	For lighting lamp	-	-
2	Cooking	267	38.1
3	For medicinal use	104	14.9
4	For preparing sweets	329	47.0
5	Others	-	-
	TOTAL	700	100

Source: Primary

It is seen from the above table that 47 % of the consumers purchase ghee for preparing sweets, followed by 38.1 % for cooking. Thus it is concluded that most (47%) of the consumers purchase ghee for preparing sweets.

FREQUENCY OF PURCHASE OF GHEE

S.NO	FREQUENCY	CONSUMERS	PERCENTAGE
1	Once in every two days	123	17.6
2	Once in a week	123	17.6
3	Once in a month	331	47.3
4	As and when required	123	17.6
5	During special occasion	-	-
	TOTAL	700	100

Source: Primary

References

1. Dr. Dhanabalan. M. (2012), "Productive Efficiency of Milk Production In Tamil Nadu", Indian Journal of Marketing, Volume XXXIX, Number 12, P-21.
2. Karmakar K.G. and Banerjee G.D. (2016), "Opportunities and Challenges in The Indian Dairy Industry", Technological Change, Issue 9, Pp.24-26.
3. Ganguly, B.K. and S.Gopal. (1981). 'Metropolitan Milk Market of India', World Agricultural Economics and Rural Sociology Abstract, 23(4), p.304
4. <https://www.nddb.org/resources/consumer>

It is seen from the above table that 47.3 % of the consumers purchase ghee once in a month, followed by 17.6 % purchase ghee as and when required. Thus it is concluded that most (47.3%) of the consumers purchase ghee once in a month.

HAVE YOU EVER TRIED NEW RECIPES WITH YOUR BRAND OF GHEE

S.NO	TRIED	CONSUMERS	PERCENTAGE
1	Yes	577	82.4
2	No	123	17.6
	TOTAL	700	100

Source: Primary

It is seen from the above table that 82.4 % of the consumers tried new recipes with this brand of ghee, whereas the rest of 17.6% have not tried new recipes. Thus it is concluded that majority (82.4%) of the consumers have tried new recipes with this brand of ghee.

- The mean score ranged from 2.22 to 4.23 and the awareness score for 'Aavin' secured higher mean score and stood at top, followed by the awareness score for 'Aroma' secured next higher mean score and stood at second, the brand 'Udayakrishna' secured next higher mean score and stood at third.
- Most of the consumers (34.7%) purchase 200 ml of ghee.
- Most (40%) of the consumers purchase ghee at other point of places.
- Most (47%) of the consumers purchase ghee for preparing sweets.
- Most (47.3%) of the consumers purchase ghee once in a month.
- Majority (82.4%) of the consumers have tried new recipes with this brand of ghee.

7. Suggestions & conclusion

It is suggested from the consumer view that more outlets can be opened for easy purchase of our favorite ghee brands. Ghee is considered as a important health supplement and the suggestion is to provide to children. Since Aavin have more consumers and therefore should concentrate more on all factors through various potential programs such as campaigns, premium packs etc. Finally it is concluded that majority of the consumers prefer ghee and hence it is the duty of the dairy companies to promote their products which suits consumers' health and intake.