

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 et al 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 et al identify various constraints faced by urban consumer and to assess the interrelationships between constraints score in consumption of dairy product and socio-demographic 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 be negatively influencing constraint score in consumption of fluid milk.

Ambika 2022 et al focused on the dairy product like milk, curd, sweet etc. the research was confined to 10 locations in the Andhra 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 et al 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 dairy products.

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 analyze 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.