A STUDY ON CONSUMER BEHAVIOUR WITH REFERENCE TO THIRUMALA MILK PRODUCT PVT LTD CHENNAI

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ABSTRACT

Consumers today are challenged by growing amounts of information and wider choices of products, requiring them to develop skills and knowledge for making good choices in complex markets. Each consumer is unique with different needs and wants and buying choices and habits are influenced by habit, and choice that are in turn tempered by psychological and social drivers that affect purchase decision processes. Consumer Behaviour is the Process Involved When Individuals or Groups Select, Use, or Dispose of Products, Services, Ideas or Experiences (Exchange) to Satisfy Needs and Desires. The aim of marketing is to meet and satisfy target customer needs and wants.

Market research is often needed to ensure that retailers provide what customers really want and not what we think they want. This study is based on a survey done on customers of a Thirumala milk product. Thirumala milk product is different type of milk product, which came in to existence in India since 1994. It is a type of milk product where various kinds of products are available. My study is on determining the customer’s buying behaviour of customer, demand for Thirumala milk product and the satisfaction level of customers in Thirumala milk product. The study will find out the current status of Thirumala milk product and determine where it stands in the current market.

The data collection approach adopted was qualitative as well as quantitative research. The instrument used for the data collection was direct interview & questionnaire. The target respondents were the visitors of Thirumala milk product, Chennai, with the sample size of 100. Tables & charts have been used to translate the responses into meaningful information to get the most out of the collected data. Based on these the inferences have been drawn with peer supportive data. This report also mentions the various marketing strategies implemented by Thirumala milk product, Chennai to earn its revenue.

INTRODUCTION

As a consumer we are all unique and this uniqueness is reflected in the consumption pattern and the process of purchase. The study of consumer behavior provides us with reasons why consumers differ from one another in buying using products and services. We receive stimuli from the environment and the specifies of the marketing strategies of different products and services, and responds to the stimuli in terms of either buying or not buying product. In between the stage of receiving the stimuli and responding to it, the consumer goes through the process of making his decision.

The study of consumer behavior (CB) is very important to the marketers because it enables them to understand and predict buying behavior of consumers in the marketplace; it is concerned not only with what consumers buy, but also with why they buy it, when and where and how they buy it, and how often they buy it, and also how they consume it & dispose it.

Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions. Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers.
COMPANY PROFILE

Thirumala Milk Products Private Limited is a leading dairy company in South India established in the year 1996. Since then, Thirumala has been maintaining its position as a fastest growing brand with presence in major states of India such as Tamil Nadu, Karnataka, Andhra Pradesh, Telangana, Kerala, Madhya Pradesh, Uttar Pradesh, and West Bengal. Today, Thirumala produces dairy products across nine state-of-the-art manufacturing plants spread across southern states of India.

In 2014, Lactalis acquired Thirumala, where it opened up enormous opportunities in the biggest and most challenging dairy market in the world to position it as the most preferred brand in India. The traditional and cultural experience of Thirumala and international expertise of Lactalis provided a unique combination, leading to a success story to be talked by generations to come. Lactalis is a family-owned dairy group based in Laval (Mayenne), in the west of France. In 1933, André Besnier started up his cheese-making company. The group sells products in over 180 countries and has 229 production sites across the globe. Lactalis is the largest dairy group in the world with turnover of over 17 billion Euros.

PRODUCTS: Milk, Curd, Flavoured Milk, lassi, Buttermilk, Ghee, Ice-Cream Paneer, President Butter

MISSION

To become a dairy company of national repute delivering sustainable value to stakeholders by doubling turnover in every alternative year through an energetic, vibrant and accountable team adopting smart principles consistently.

VISION

- To produce range of quality milk and milk products.
- To adopt advanced manufacturing process
- To follow ethical and transparent working style
- To ensure eco friendly operations
- To provide excellent customer services

NEED FOR THE STUDY

Consumer behaviour plays a major role for the growth of the company. The purpose of consumer behaviour is not only for retaining the customers but also attracting new customers and increasing the sales also creating and maintaining brand awareness. To know the production policy and pricing policy. To identify the decision regarding channel of distribution. To identify the sales promotions of the Thirumala milk product. To identify the marketing concept implemented by Thirumala milk product.
OBJECTIVES OF THE STUDY

Primary Objective:

- To study on consumer behavior with reference to Thirumala milk products.

Secondary Objectives:

- To identify the brand awareness, problems and level of satisfaction of the respondents in purchasing Thirumala milk products.
- To ascertain the factors influencing the purchase of Thirumala milk products.
- To find out the socio-economic status of the consumers who is utilizing Thirumala milk products.
- To know the factors which affects the consumer’s buying behaviour to purchase milk products

SCOPE OF THE STUDY

The scope of consumer behaviour includes not only the actual buyer and his act of buying but also the various roles played by different individuals and the influence they exert on the final purchase decisions.

REVIEW OF LITERATURE


Sustainable food consumption is an important aspect of sustainable development. When adopting a sustainable food lifestyle, consumers are confronted with complex choices. Today’s food consumption is too complex to be explained by socio-demographic factors exclusively.


Marketing researchers have repeatedly attempted to relate purchasing behavior, media choice, innovation, and other marketing phenomena to personality, with varying degrees of success. This article reviews this mass of literature and draws some conclusions on the present state of knowledge.


This article reviews extant literature in the field of impulse buying. This review has been undertaken with a specific focus on understanding the phenomenon of ‘impulse buying’ and the factors that work towards motivating impulsive action in perspective of buying. Starting with a historical overview that provides genesis of this thought, the review moves into analysis of current definitions of ‘impulse buying’. After providing a thorough picture of this phenomenon, the article deals with internal and external motivators of impulse buying.


In this study we conducted a systematic literature review of articles related to online shopping behaviour and proposed a modified Input process output model. We had gone through 50 available literatures with in a time period of 2010 to 2017 and classified the variables into four different factors. As part of the analysis, we have identified theories that were used in literatures based on Website Brand Contribution model, Consumer Pre-Purchase Process model. Online Group Buying (OGB) behaviours were also studied by a group of papers showing the importance of group buying in online shopping.
RESEARCH DESIGN:

A research design is purely and simply the framework or a plan of the study that guides the collection and analysis of data. This study attempts to analysis the various dimensions towards products.

Hence it is used descriptive research design attempting to portray various characteristics of consumers and its association with some selected variable (socio demographic variables and various components of consumer buying behaviour).

POPULATION:

The Consumers of Thirumala milk, Chennai constitute the work place of the study. The total no. of consumers of the concern are infinite, and it forms the work place for the present study.

SAMPLE SIZE:

The researcher distributed questionnaires to overall 100 respondents who were taken as sample for this study and the respondents were selected by simple random sampling.

STATISTICAL TOOLS

- Percentage Analysis
- ANOVA method
- Correlation

LIMITATIONS OF THE STUDY

□ Due to limitation of time only few people would be selected for the study.
□ The personal interview was taken for collecting primary data based on respondent’s memory.
□ The information can be biased due to the use of questionnaire.
□ Consumers do not act or react as predictable.
□ Consumers are not willing to provide personal details.
□ Non availability of some information which were treated as company secrets.
DATA ANALYSIS

Table 1- Table showing the respondent level of satisfaction with timely availability

<table>
<thead>
<tr>
<th>SN O</th>
<th>OPINION</th>
<th>No. of Respondents</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Highly satisfied</td>
<td>58</td>
<td>58%</td>
</tr>
<tr>
<td>2</td>
<td>Satisfied</td>
<td>31</td>
<td>31%</td>
</tr>
<tr>
<td>3</td>
<td>Neutral</td>
<td>6</td>
<td>6%</td>
</tr>
<tr>
<td>4</td>
<td>Not Satisfied</td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>5</td>
<td>Strongly Not Satisfied</td>
<td>2</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>

INTERPRETATION :
From the above table infers that, 58% of respondents are highly satisfied, 31% of respondents are satisfied, 6% of respondents are neutral, 3% of respondents are not satisfied and 2% of respondents are strongly not satisfied timely availability

ANOVA
Table 2 showing anova difference between occupation status and overall satisfaction with thirumala milk & dairy products.

ANOVA

<table>
<thead>
<tr>
<th></th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>18.317</td>
<td>2</td>
<td>9.159</td>
<td>56.503</td>
<td>.000</td>
</tr>
<tr>
<td>Within Groups</td>
<td>15.723</td>
<td>97</td>
<td>.162</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>34.040</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
RESULT

Here the significance was occurs and has a value 0.033, hence H0 is rejected. There is no significant between occupation status and their overall satisfaction with Thirumala milk & dairy products.

CORRELATION

Table 2 showing correlations between age of the respondents and feeling about the product Thirumala milk

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Age of the respondents</th>
<th>Feeling about the product of Thirumala milk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spearman's rho</td>
<td>Correlation Coefficient</td>
<td>.721**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

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

RESULT

From the table tabulated value is less than calculated value. Hence hypothesis is rejected. There is no relationship between age of the respondents and feeling about the product Thirumala milk.
CHI SQUARE TEST

Table 3 Testing the association between the age and feeling about the product thirumala milk

<table>
<thead>
<tr>
<th>age</th>
<th>feeling about the product thirumala milk</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>excellent</td>
</tr>
<tr>
<td>Below 30 years</td>
<td>5</td>
</tr>
<tr>
<td>30-45 years</td>
<td>12</td>
</tr>
<tr>
<td>Above 45 years</td>
<td>8</td>
</tr>
<tr>
<td>Total</td>
<td>25</td>
</tr>
</tbody>
</table>

Chi-Square Tests

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymptotic Significance (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>36.0</td>
<td>1</td>
<td>.000</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>40.9</td>
<td>1</td>
<td>.000</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>21.5</td>
<td>1</td>
<td>.000</td>
</tr>
</tbody>
</table>

SUGGESTION

- The promotional strategies of the product can be improved to increase the sale of the company as much. Increase awareness through advertisements, newspapers so people get aware about the new product and product features.

- Income of the people decides the purchasing power the high income prefers to purchase products with the quality, freshness, taste, thickness and easy availability, etc. so I suggest thirumala can concentrate...
also on low income segment to capture market and position themselves in the mind of the customer with required quality and quantity Milk.

- Since thirumala is having loyal customers and therefore can concentrate more on this factor through various potential programmes such as campaign, premium packs, offers, discounts etc it helps to increase the loyalty towards the thirumala products.

- Majority of the customers are satisfied with the Thirumala milk and Milk products because of its good quality, reputation, easy availabilities. Some customers are not satisfied with the Thirumala Milk because of high price. So step can take into the consideration for pricing policy.

- Thirumala has also to take care of its competitors into consideration and more importantly its customers before making any move.

CONCLUSION

Based on the study of the organization and survey on the sale of Thirumala milk, it can be concluded that to excel in the highly competitive business the company needs to evolve their production, marketing and pricing strategies effectively. For doing this clear perception about consumer preference with regard to product and service quality and price is of utmost importance.

The study brings out the facts that there is a great attitudinal and structural change in the rural market. The data collected, compiled and analyzed to bring profitable insights for the marketers various factors and Motivates that propel the purchase behaviour of urban and rurals the raising income level the advanced technological on a wide variety of factors demonstrated by target consumer.

By understanding these underlying factors associated with purchase behaviour, policies can be designed on the desired lines and also implemented them smoothly so that rural area begin in reap their full potential.

The present study attempts to bring out the factors leading to the purchase behaviour and perception of consumers in buying Thirumala milk. These efforts may go a long way in providing adequate public/satisfaction about Thirumala milk, this well help the firm to excel in their businesses.

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