

## Consumer Behaviour on Vijaya Dairy Products with Special Reference to Warangal District, Telangana State- An Empirical Study

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**Abstract:** India has realized the need of developing the dairy industry only after independence. Before Independence the dairying was not in a systematic way. There were some military dairies up to 1940 only one modern dairy was present with processing facilities. This is pilot dairy at Anand, when planned development of dairying was actually taken up in the five-year plan 1951-56; inadequacy of suitable marketing structure was noticed about low milk production. This was mainly focused on rural areas, where the producers are facing transportation problem and lack of marketing. This study will be focuses on consumer behavior on milk product of vijaya dairy at Warangal district of Telangana State, INDIA.

**Keywords:** Consumer Behaviour, Marketing Strategies, Rural Areas, Milk Products.

### INTRODUCTION

Consumer behavior is defined as the behavior that consumers discipline in searching for purchasing, using, evaluating, and disposing of products and services and ideas they expect will satisfy their needs[1]. The study of consumer behavior is concerned not only with that consumers buy, but also with why they buy it; it is concerned with learning the specific meanings that products hold for consumers. Consumers vary tremendously in age, education, tastes and other factors. Marketers must understand how consumers transform marketing and other marketing inputs into buying responses[2]. Consumer behavior is influenced by the buyer's characteristics and by the buyer's decision process. Buyer characteristics include four major factors: cultural, social, personal and psychological[3].

Culture is the most basic determinant of a person's wants and behavior. It includes basic values, perceptions, preferences, and behaviors that a person learns from family and other important institutions. Marketers try to track cultural shifts that might suggest new ways to serve consumers. Sub-cultures are "cultures within cultures" that has distinct values and life styles. Social classes are sub-cultures whose members have similar social prestige based on occupation, income, education, wealth and other variables. People with different cultural, sub-cultural and social class characteristic develop different product and brand preferences. Marketers

may want to focus their marketing programmers on these special needs of certain groups.

Social factors also influence a buyer's behavior. A person references group's family, friends, social organizations, professionals associations, strongly affect product and brand choices[4]. The person's position within each group can be defined in terms of role and status. A buyer chooses products and brands that reflect his or her role and status. The buyer's age lifecycle stage, occupation, economic circumstances, lifestyle, personality and other personal characteristic influence buying decisions. Young consumers have different needs and a want from older consumer's the needs of young married couples differ from those of retirees: consumers with higher income by differently from those who have less to spend. Consumer lifestyles the whole pattern of acting influence of buyers choices.

Finally, consumer-buying behavior is influenced by four major psychological factors: motivation, perception, learning and attitude. Each of these factors provides a different perspective the workings of the buyers "black box".

### Objectives of the Study

The main objective is to study the consumer perception towards Vijaya brand milk in relation to the competition. This objective is studied by identifying different factors, which are set as the other important objectives of this study.

- To make a profile of the different brands of milk consumers, particularly the Vijaya brand of milk.
- To study the market potential, awareness and preference towards vijaya brand milk.
- To study the different occasions during which vijaya brand milk is used and to rate the different brands of milk.
- To evaluate the consumer awareness, perception and attitude towards Vijaya brand milk.
- To devise a preferable marketing strategy for Vijaya brand milk.
- To study the consumer problems and offer suggestions to the Vijaya brand milk.

#### DATA SOURCES

The present study is collected data from Primary and Secondary sources. The Primary data through questionnaire and also interact with consumers. In other, secondary sources comprising reputed journals, books and published articles[5-9].

#### LIMITATIONS OF THE STUDY

The study is confined to only Warangal District of Telangana State.

- At time the respondents were on opinion while giving information.
- Duration of the time is only 45 days.
- The sample size taken for the current study is only 100.

#### ANALYSIS OF THE DATA

**Table-1: age distribution**

Sl. No.	Agerange	Actual Numbers	Percentages
1.	Below 25	10	16.67%
2.	25-35	20	33.33%
3.	35-45	15	25.00%
4.	45 and above	15	25.00%
	Total	60	100.00%

#### INTERPRETATION

From the above table it is shown that 33.33% of respondents come in the age group 25 – 35 years, 25% of respondents come in the age group of 35 – 45 years and above 45 years and 16% of the respondents are below the age of 25 years.

**Table-2: occupation**

Sl	Occupation	Actual	Percenta
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Sl. No.	Range	Numbers	Percentages
1.	Govt. Employee	18	30.00%
2.	Private Employee	15	25.00%
3.	Business	08	13.33%
4.	Agriculture	08	13.33%
5.	Daily Wage Labor	06	10.00%
6.	Others	05	8.33%
	<b>TOTAL:</b>	<b>60</b>	<b>100</b>

#### INTERPRETATION

From the above table it is observed that 30% of the respondents are government employee, 25% of the respondents are private employee, 13.33% of the respondents are business men, 13.33% are in agriculture, 10% of the respondents are daily wage Labor and 8.33% of the respondents are others.

**Table-3: monthly income**

Sl. No.	Monthly Income	Actual Numbers	Percentages
1.	Less than 3,000	20	33.33%
2.	3,000 to 4,500	15	25.00%
3.	4,500 to 6,000	15	25.00%
4.	6,000 to 9,000	05	8.33%
5.	9,000 to 12,000	03	5.00%
6.	12,000 to above	02	3.34%
	<b>TOTAL:</b>	<b>60</b>	<b>100.00</b>

#### INTERPRETATION

From the above table it is observed that 33.33% of respondents are in the income range of less than 3,000, 25% respondents are in the range of 3,000 to 4,500, 25% respondents are in the range of 4,500 to 6,000, 8.33% respondents are in the range of 6,000 to 9,000 income group, 5% of the respondents are in the range of 9000 – 12000 and 3.34% of the respondents are above 12000/- income group.

**Table-4: average monthly expenditure**

Sl. No.	Average Monthly Expenditure (In Rupees)	Actual Numbers	Percentages
1.	Less than 300	10	16.67%
2.	300 to 450	12	20.00%
3.	450 to 600	15	25.00%
4.	600 to 900	18	30.00%
5.	900 and above	05	8.33%
	<b>TOTAL:</b>	<b>60</b>	<b>100.00</b>

#### INTERPRETATION:

From the above table it is shown that 30% of respondents are in between Rs.600 – 900, 25% of respondents are in between Rs.450 – 600, 20% of respondents are in between Rs.300 – 450, 16.67% of respondents average monthly expenditure is less than Rs.300 and 8.33% of the respondents are having above Rs.900 average monthly expenditure.

**Table-5: knowledge about vijaya brand products**

Sl. No.	Vijaya Brand Products	Actual Numbers	Percentages
1	Through advertisements	25	41.66%
2	Sales promotion techniques of Vijaya products	15	25.00%
3	Through neighbors and relative	10	16.67%
4	Vendor of the Vijaya brand	10	16.67%
	<b>Total</b>	<b>60</b>	<b>100.00 %</b>

#### INTERPRETATION

From the above table it is observed that 41.66% of the respondents know Vijaya brand products through advertisements, 25% of the respondents know from sales promotion techniques of Vijaya products, 16.67% of the respondents through neighbors and relatives and from the vendors of Vijaya brand.

**Table-6: purchase frequency of vijaya products**

Sl. No.	Vijaya Milk & Other Products	Actual Numbers	Percentages
1	<i>Regularly</i>	20	33.33%
2	Occasionally	20	33.33%
3	Rarely	15	25.00%
4.	On special occasion only	05	8.34 %
	<b>TOTAL</b>	<b>60</b>	<b>100.00</b>

#### INTERPRETATION

From the above table it is observed that 33.33% of the respondents are regularly purchasing Vijaya milk products and also occasionally, 25% of the respondents are purchasing rarely and 8.34% of the respondents are purchasing on special occasion only.

**Table-7: quality rating of vijaya products milk**

Sl. No.	Milk	Actual Numbers	Percentages
1	<i>Very Good</i>	20	33.33%
2	Good	20	33.33%
3	Not bad	10	16.67%
4.	Bad	05	8.34 %
5.	Very Bad	05	8.34%
	<b>Total</b>	<b>60</b>	<b>100.00</b>

#### INTERPRETATION

From the above table it is observed that 33.33% of respondents rated Vijaya milk product as very good and good 16.67% of respondents rated as not bad, 8.34% of respondents rated as bad and very bad.

**Table-8: Ghee**

Sl. No.	Ghee	Actual Numbers	Percentages
1	<i>Very Good</i>	25	41.67%
2	Good	20	33.33%
3	Not bad	00	00.00%
4.	Bad	10	16.67%
5.	Very Bad	05	8.33%
	<b>TOTAL</b>	<b>60</b>	<b>100.00</b>

#### INTERPRETATION

From the above table it is shown that 41.67% of respondents rated Vijaya ghee as very good, 33.33% of respondents rated as good, 16.67% of respondents rated as bad and 8.33% of respondents rated vijaya ghee as very bad.

**Table-9: butter**

Sl. No.	Butter	Actual Numbers	Percentages
1	<i>Very Good</i>	28	46.67%
2	Good	12	20.00%
3	Not bad	15	25.00%
4.	Bad	05	8.33%
5.	Very Bad	00	00.00%
	<b>Total</b>	<b>60</b>	<b>100.00</b>

#### INTERPRETATION

From the above table it is observed that 46.67% of respondent's rated Vijaya butter as very good, 25% of respondents rated as not bad, 20% of respondents rated as good and 8.33% of respondents rated butter as bad.

**Table-10: milk powder**

Sl. No	Milk Powder	Actual Numbers	Percentages
1	<i>Very Good</i>	25	41.67%
2	Good	20	33.33%
3	Not bad	05	8.33%
4.	Bad	05	8.33%
5.	Very Bad	05	8.33%
	<b>TOTAL</b>	<b>60</b>	<b>100.00</b>

**INTERPRETATION**

From the above table it is observed that 41.67% of respondents rated Vijaya milk powder as very good, 33.33% of respondents rated as good, 8.33% of respondents rated as not bad, bad and very bad.

**Table-11: rating of package style and quality**

Sl. No	Package Style And Quality Of Vijaya Products	Actual Numbers	Percentage s
1	<i>Very Good</i>	20	33.33%
2	Good	15	25.00%
3	Not bad	05.	8.33%
4.	Bad	10	16.67%
5.	Very Bad	10	16.67%
	<b>TOTAL</b>	<b>60</b>	<b>100.00</b>

**INTERPRETATION:**

From the above table it is observed that 33.33% of respondents rated package style and quality as very good, 25% of respondents rated as good, 16.67% of respondents rated packing style and qualities as bad and very bad and 8.33% of respondents rated as not bad.

**Table-12: price charged for vijaya products m i l k**

Sl. No	Milk	Actual Numbers	Percentages
1	<i>Very High</i>	22	36.67%
2	High	20	33.33%
3	Reasonable	08	13.33%
4.	Low	05	8.33%
5.	Very Low	05	8.33%
	<b>TOTAL</b>	<b>60</b>	<b>100.00</b>

**INTERPRETATION**

From the above table it is observed that 36.67% of respondents rated price charged for Vijaya milk as very high, 33.33% of respondents rated as high, 13.33% of respondents rated as reasonable, and 8.33% of respondents rated as low and very low.

**Table-13: ghee**

Sl. No.	Ghee	Actual Numbers	Percentages
1	<i>Very High</i>	22	36.67%
2	High	20	33.33%
3	Reasonable	08	13.33%
4.	Low	05	8.33%
5.	Very Low	05	8.33%
	<b>TOTAL</b>	<b>60</b>	<b>100.00</b>

**INTERPRETATION**

From the above table it is observed that 36.67% of respondents rated price charged for Vijaya ghee as very high, 33.33% of respondents rated as high, 13.33% of respondents rated as reasonable, and 8.33% of respondents rated price vijaya ghee as low and very low.

**Table-14: butter**

Sl. No	Butter	Actual Numbers	Percentages
1	<i>Very High</i>	15	25.00%
2	High	15	25.00%
3	Reasonable	15	25.00%
4.	Low	10	16.67%
5.	<i>Very Low</i>	05	8.33%
	<b>TOTAL</b>	<b>60</b>	<b>100.00</b>

**INTERPRETATION**

From the above table it is observed that 25% of respondents rated price charged for Vijaya butter as very high and high, 25% of respondents rated as reasonable, 16.67% of respondents rated as low and 8.33% of respondents rated price of butter as very low.

**Table-15: milk powder**

Sl. No	Powder	Actual Numbers	Percentages
1	<i>Very High</i>	22	36.67%
2	High	20	33.33%
3	Reasonable	10	16.67%
4.	Low	04	6.67%
5.	Very Low	04	6.67%
	<b>TOTAL</b>	<b>60</b>	<b>100.0%</b>

**INTERPRETATION**

From the above table it is observed that 36.67% of respondents rated price charged for Vijaya milk powder as very high, 33.33% of respondents rated as high, 16.67% of respondents rated as reasonable, 6.67% of respondents rated price of powder as low and very low.

**Table-16: suggested prices for milk powder**

Sl	Milk (Per Ltr.) In Rupees	Actual Numbers	Percentage s
1	06-10	13	22.23%
2	10-14	15	24.44%
3	14-18	17	28.88%
4.	18-22	15	24.44%
	<b>TOTAL :</b>	<b>60</b>	<b>100.00</b>

#### INTERPRETATION

From the above table it is observed that 28.88% of respondents suggested that price should be between Rs.14 – 18, 24.44 % suggested price should be between Rs.10 – 14 and between Rs.18 – 22 and 22.23% suggested price should be between Rs.6 -10.

**Table-17: Reach of vijaya product advertisements**

Sl. No.	Advertisement of Vijaya Products	Actual Numbers	Percentage s
1	Yes	30	50.00%
2	No	30	50.00%
	<b>TOTAL :</b>	<b>60</b>	<b>100.00</b>

#### INTERPRETATION

From the above table it is observed that 50% of the respondents replied positively about the Vijaya product advertisements and 50% replied negatively about the Vijaya product advertisements.

**Table-18: satisfaction level towards advertisement**

Sl. No.	Advertisement	Actual Numbers	Percentage es
1	Very Good	30	50.00%
2	Good	20	33.33%
3	Not bad	02	3.33%
4.	Bad	04	6.67%
5.	Very bad	04	6.67%
	<b>TOTAL :</b>	<b>60</b>	<b>100.00</b>

#### INTERPRETATION

From the above table it is observed that 50% of respondents replied very good towards advertisements of Vijaya brand milk products, 33.33% of respondents replied good, 6.67% of respondents replied bad and very bad and 3.33% of respondents replied not bad towards advertisements of vijaya brand milk products.

**Table-19: place of purchase**

Sl	Place	Actual Numbers	Percentage s
1	Nearest General Stores	19	31.67%
2	Milk Booth	17	28.33%
3	Bakery	13	21.67%
4.	Other places	11	18.33%
	<b>TOTAL :</b>	<b>60</b>	<b>100.00</b>

#### INTERPRETATION

From the above table it is observed that 31.67% of the respondents are purchasing from nearest general stores, 28.33% of the respondents are purchasing from milk booth, 21.67% of the respondents are purchasing from bakeries, and 18.33% of the respondents are purchasing from other places.

#### CONCLUSIONS

- Majority of respondents said that they know the vijaya brand products through advertisements.
- 33.3% of respondents said that they regularly purchase vijaya milk products.
- 33% of respondents said that the price of vijaya milk products is very high.
- The majority respondents said that the rated package style and quality is very good.
- 36.67% of respondents said that the price charged for vijaya milk is very high.
- 33% of respondents said that the quality of vijaya products is very good.
- 50% of respondents said that the advertisement of vijaya products is very good.
- Majority number of respondents purchases vijaya products from nearest general stores.
- 58% of respondents said that the vijaya products are available at anywhere.
- 50% of respondents said that satisfied very well towards advertisements of vijaya brand milk products.
- 28.88% of respondents suggested that the price should be between 14 -18 per liter.
- 36.67% of respondents said that the price charged for vijaya milk products are very high.

#### SUGGESTIONS

- To improve the product awareness, more advertising must be done.
- The majority of the customers are satisfied with the price so it is suggested to keep the price same for all seasons.
- Service must be improved for their growth.
- Create awareness of branded milk among the people to increase the sales.
- Distribute pamphlets regarding the quality and other aspects of the vijaya brand milk.
- Stress up on the hygiene factor branded milk.
- To attract more number of customers the vijaya brand milk should announce some special packages.

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