

# A SYSTEMATIC REVIEW OF CONSUMER BUYING BEHAVIOR OF MILK PRODUCTS

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**ABSTRACT:** Consumer behavior is a field of information that clarifies and predicts how consumers purchase. It has emerged generally in light of the necessities of directors of benefit and charitable associations and of public approach producers thinking about the expanding capability of markets. The investigation of milk consumers accept significance to outline powerful marketing strategies. This paper review consumer buying behavior of milk products in Hyderabad.

## I. INTRODUCTION

The dairy industry is one of the most significant parts of the world food framework, and is going through emotional change at the current time. Presently cycles of progress are being driven by a wide scope of powers including movements to the administrative environment for dairy production and exchange, mechanical changes to the production of milk and milk-products, quickly moving utilization patterns, and the rebuilding of transnational corporate strategies concerning this segment. It is exceptionally likely that inside ten years, the worldwide dairy industry will be hardly conspicuous from its present structure.

In numerous regards the dairy industry involves an exceptional situation among different segments of agriculture. Milk is produced each day and gives a standard salary to the various little makers. Milk production is exceptionally work escalated and gives a great deal of employment. The dairy industry is the part with the furthest extent of security because of the financially weak situation of little milk makers. Milk - otherwise called white gold - can be utilized to make a huge assortment of top notch products. The significant expense of milk as a crude material has required a cutting edge preparing industry. The uncommon idea of milk (short-lived and massive) prompts the need of severe and far reaching quality guideline and to high vehicle costs. The huge reliance of milk makers on the dairy preparing industry has brought about a solid position held by the co-agents in milk marketing and in the handling industry.

## CONSUMER BEHAVIOUR CONCEPT

Behavior is the thing that an individual does. It very well may be characterized as the detectable and quantifiable movement of people. Human behavior is normal, not dictatorial; orderly not irregular. Promptings or requirements cause the human behavior. Human behavior is a piece of naturalistic framework. Behavior is essentially objective situated. As it were behavior is when all is said in done inspired by a craving that it might get an objective. Behavior comprises of anything an individual or creature does which can be seen in other manner. Behavior, not at all like psyche or contemplations or sentiments can be watched, recorded and considers.

The choice cycle includes the psychological, enthusiastic, and physical that individuals take part in while choosing, buying, utilizing, and discarding products and services in order to fulfill needs and wants. To make buys, consumers experience a buying choice cycle that can be thought of as taking care of an issue. Consumer behavior is essentially a sub-segment of the bigger territory of human behavior. Consumer behavior can be discovered dependent on biopsychosociological elements. That is, natural drives, for example, requirement for food, water, rest and warmth have sway upon consumers, mental affectations like social endorsement, confidence, security, status and information likewise have solid effect/influence upon consumers. Notwithstanding these, consumers additionally react to sociological powers which are family, reference gathering, social class, and culture. Along these lines, consumer behavior can be clarified regarding inborn effects of mental, sociological and environmental factors just as natural and physiological wonders. Consumer behavior is moved by an unexpected drive. It is neither passionate nor sound, however the both, the learning and

correspondence cause or influence the consumer behavior. It apparently is as a cycle of critical thinking. This current consumer's critical thinking behavior is liable to aggregate impact and happens under solid inspirational conditions. Subsequently, consumer behavior identifies with the internal man i.e., incognito behavior.

## II. LITERATURE REVIEW

Milk represents one of irreplaceable and most fundamental food ingredients for all mammals. Since the beginning of the life of every single mammal kind, milk becomes essential and the only component of food income. Regarding human beings, mother's milk is usually a part of daily food during the first years of baby's life and then in the following years of its life mother's life is replaced by milk gained from other mammal species such as cow, sheep, goat, buffalo or camel. In Slovakia, with the consumption level of more than 98 %, cow's milk represents the top consumed kind of milk, followed by sheep and goat milk. What refers to the nutrition content, milk is considered to be a very complex and balanced food. Overall, the content composition of milk can be divided into five categories, namely proteins, vitamins, minerals, fats and carbohydrates. We are aware that there exists discussion about the questionable benefits of cow milk for human body but we deal with this issue rather from marketing point of view and take milk as a traditional part of Slovak household consumption, hence we will focus mainly on positive information about its consumption.

Mohit Jamwal et al, "Consumer behaviour towards cooperative milk societies: A Study on measuring the customer satisfaction of Aanchal' milk (A Member milk union of UDFC Ltd)". The study on Consumer behaviour is the study of how individual make decision to spend their available resources (time, money, effort) on consumption related items. Customer satisfaction was measured across different attributes of the Ananchal milk and the customer's preference was checked across different parameters. This survey on the sale of Ananchal milk, it can be concluded that to evolve their production, marketing and pricing strategies effectively.

Dr. S.P. Savitha, "A study on consumer preference towards 'AMUL PRODUCT' in Madurai city". AMUL (Anand milk produced union limited) formed in 1946, is a dairy co-operative movement in India. India largest food brand trusted Amul product for its quality and product available at affordable price. Amul product enjoying No.1 position in dairy industry this stand to further strength its position. This research is pertaining to find out the present consumer satisfaction of Amul product. Amul product has a good reputation among the consumers in Madurai. So it can be extended to supply rural area also.

Dr. P. Rengarajan, et al, "Buying behaviour of selected branded milk products". Dairy products is one of the important thing used nowadays in urban and rural areas. Although the country has emerged as the largest producer of milk in 90's. Market size is increasing day by day and the demand for that product is arising. So, the companies need a proper distribution network for availability of product at demand.

Akhila D et al, "Consumer behaviour on Aavin milk and dairy products in Pollachi of Tamil Nadu". Tamilnadu state is one of the ten largest milk producing states in India. The aim of the study is reveal consumer perception over Aavin milk products based on their age, education, qualification and monthly income of the consumer's family. Many people buy Aavin milk for its quality than the price. If the Aavin product is too high than other brands. The aavin take necessary steps to satisfy their consumers.

Mrs. Sonali Dhawan, "A study on consumer behavior towards various branded and non-branded milk with special reference to Jabalpur district in Madhya Pradesh". Consumer behaviour can be defined as the behaviour that consumer display in searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy needs and wants. But there is a lack of awareness among the consumer about milk they are consuming. The campaign has to be run by the companies how they pasteurized the milk and how hygienic it is to use branded milk.

Kubendran and Vanniarajan in their study "Comparative analysis of rural and urban consumers on milk consumption" studied that, the change in consumption pattern was due to changes in food habits. If income and urbanization increase among consumers, the percentage of income spent on consumption increased. The urban consumers preferred mostly branded products compared to rural consumers. The most significant factors influencing buying decisions were accessibility, quality, regular supply, door delivery and the mode of payment.

Sayulu and Reddy in their article "Socio-economic influences of rural consumer behaviour – An empirical study" concluded that frequency of purchase of commodities by rural consumers was highly influenced by the type and nature of the products. Products like groceries (40.35%) and others which included vegetables, milk etc. (48.25%) purchased on daily basis and 33.33 per cent and 42.98 per cent of them purchased these products

on weekly basis. Cash purchase was highest in case of products like groceries (44.74%) followed by credit purchase with 38.60 per cent and 21.06 per cent respectively. Price of the goods was considered to be the most important factor by more than 88.00 per cent of the respondents followed by easy availability (66.66%) and neighbors (54.00%).

Kulkarni and Murali in their article "A Study on purchasing practices of consumers of Parbhani Town" revealed that 83.50 per cent of consumers were seeking the information from television regarding the products availability and this was followed by neighbours (71.00%) and newspapers (69.50%). Consumers preferred retail market for the purchase of groceries (65.00%), milk and milk products (100.00%), vegetables (100.00%), fruits (100.00%) and snacks (75.00%) and they adopted cash payment. Majority (75.00%) of the consumers preferred quality for the purchase of food.

Singh in their article "Factors influencing consumer preferences for type of milk supply in Hissar city" examined that the milk quality, convenient, availability, supply in quantity desired, flavour, colour, freshness and mode of payment which showed higher levels of consumer satisfaction.

Joshi in his study conducted that the food purchasing habits and consumer awareness among rural and urban housewives indicated that majority of the urban respondents purchased the groceries like cereals (52.00%), pulses (64.00%), oils (73.00%), spices (72.00%) and sugar (69.00%) on monthly basis. While perishables like fruits (48.00%), eggs (41.00%) and meat (46.00%) were purchased once in week and milk (48.00%) was purchased daily. Rural respondents purchased cereals (70.00%), pulses (71.00%), oils (71.00%), spices (71.00%), sugar (71.00%) and fruits (73.00%) once in week and milk (78.00%) daily. Regarding place of purchase 83.00 per cent of urban and 99.00 per cent of rural respondents purchased all the groceries like sugar, rice, and wheat from fair price shops. Both rural and urban respondents purchased groceries (99.00% each), perishables (89.00% and 99.00% respectively) and ready to use foods (97.00% and 87.00% respectively) and commercially available foods (96.00% and 6.00% respectively) from retail shops. Price, quality and weight of the products were the important factors considered by both rural and urban respondents while purchasing of food items.

PN Rahmadi et al on their study "Brand Evaluation and Consumers' Preference towards Pioneer and Follower Brands: Empirical Study on Dairy Products" pointed out that the aims of this research were to identify brand recall as well as to analyze consumers' attitude and consumers' preference toward pioneer and follower brands on processed dairy product. One hundred and fifty housewives were engaged as respondents in this research. The techniques used in the data analysis were non parametric two related sample test, one sample t-test and independent sample t-test. The result indicated that each of the product category, the percentage of the pioneer brand preference was higher than follower brand, namely Ultra Milk (87.30%), Yakult (94.70%), Anlene (93.30%) and Kraft (98.70%). The result showed that from 150 respondents were able to correctly recall Ultra Milk (66.70%), Yakult (86.70%), Anlene (82.70%) and Kraft (96.00%) as the pioneer brand on each product category. Furthermore, the results showed that the average consumer attitudes were higher toward the pioneer brands than the follower brands. The result also indicated that consumers preferred pioneer brands than follower brands for the same flavour, quality and price. The result led to conclusion that consumers retrieved or recalled pioneer brands more correctly than follower brands. Moreover, consumers had a more favorable attitude to pioneer brands than to follower brands, in which consumers preferred to purchase the pioneer brands products to those of the follower brands concerning the farm manufactured products of UHT milk, pro-biotic milk, high-calcium milk and cheese.

Alexander Chernev in his examination "The Impact of Common Features on Consumer Preferences: A Case of Confirmatory Reasoning" uncovered that the impact of appealing and ugly regular features on consumer preferences. Expanding on the current exploration on corroborative data preparing and the propelled thinking system, I recommend that consumers assess normal features such that underpins their effectively settled preferences. In a progression of three investigations, I show that the impact of regular features is directed by their appeal and the quality of people's now settled preferences. With regards to a decision task, just alluring features were found to upgrade people's now settled preferences, and this impact was more articulated for consumers with effectively settled brand preferences contrasted with consumers who were not interested in the alternatives. The impact of appealing and ugly features was switched with regards to a dismissal as opposed to a determination task. These discoveries are deciphered with regards to consumers corroborative thinking planned for arriving at a steady and promptly reasonable choice.

Gaur and Waheed on their investigation "A Study of buying behavior for branded fine rice" led an examination on buying behavior for branded fine rice in Chennai and Coimbatore city. The examination demonstrated that

retailers were positioned as the prime wellspring of data and the relatives as the following significant wellspring of data about the branded fine rice. Rice mandy shaped the significant wellspring of procurement for Chennai (73.00%) and Coimbatore (70.00%) family units. Quality and picture of the brand were positioned as first and second factors affecting brand inclination in both Chennai and Coimbatore urban areas.

Rajarashmi et al in their investigation "Buyer behaviour of home appliances with special reference to microwave products in Bangalore city" uncovered that, practically all example respondents favored branded products and if their preferred brand isn't accessible in the retail shop, they will go for another store and buy their preferred brand. In the event that it isn't accessible in the market, the respondents were prepared to defer their buy choice.

Ramasamy in their article "Consumer Behaviour towards Instant Food Products" detailed that the buying behavior is incomprehensibly impacted by mindfulness and demeanor towards the product. Business ads over TV was supposed to be the most significant wellspring of data, trailed by shows in retail outlets. Consumers do construct assessment about a brand based on which different product features assume a significant job in dynamic cycle. Countless respondents laid accentuation on quality and felt that price is a significant factor while the others joined significance to picture of maker.

Aron M. Levin in their investigation "A Multi-Attribute Analysis of Preferences for Online and Offline Shopping: Differences across Products, Consumers, and Shopping Stages" expressed that a multi-part review was regulated to survey how product trait assessments drive contrasts in on the web/disconnected shopping preferences between products, among consumers, and between phases of the shopping experience. Two gatherings of members - an understudy test and an example from a public overview board - were solicited to rate their probability from shopping on the web or disconnected for every one of a progression of products, both at the inquiry stage and at the buy stage. They were then solicited to rate the significance from qualities that may have differential significance for products like dress and books, and to rate the degree to which they thought each trait was conveyed better on the web or disconnected. For the two examples, contrasts in significance loads allotted to characteristics that favor internet shopping and properties that favor disconnected shopping were key indicators of watched contrasts in shopping mode inclination across products and across consumers.

Vincent in his article "A study on brand consciousness among children and its effect on family buying behaviour in Bangalore city". Evoked that quality was a significant factor that draws consumer towards branded products. Branded products were acknowledged as acceptable quality products. Individuals wouldn't fret paying extra for branded products, as they get an incentive for cash. Media is a key constituent in advancing and impacting brand. A youngster's demand influences family's buying behavior. Youngsters are exceptionally mindful and aware of branded things. Albeit unbranded products at times give same fulfillment as branded products, clients would at present like to buy a branded product.

Shyamala Mathan Sankar on his investigation "Consumer Perception of Global vs. Local Brands: The Indian Car Industry" said that consumer impression of worldwide brands versus neighborhood brands in the Indian vehicle industry. Consumer brand observations have significant ramifications in Marketing. The examination investigates and comprehends consumer impression of worldwide and nearby vehicle brands in India by achieving the auxiliary destinations. The optional goals were accomplished by featuring the components that influence consumer inclination for worldwide brands; by looking at the impacts of nation of starting point on consumer impression of worldwide brands and neighborhood brands; and by contemplating the impacts of consumer ethnocentrism towards worldwide brands. For making a profound comprehension of consumers' bits of knowledge of worldwide vehicle brands against neighborhood vehicle brands, subjective methodology was received with an inside and out and semi-organized meeting measure. Meetings as a subjective instrument helped the analyst to reveal person's undercover sentiments and feelings towards view of worldwide brands versus neighborhood brands.

### III. CONCLUSION

Consumer behavior speaks to one of fundamental segments of the human behavior since each man needs certain arrangement of unmistakable and immaterial products that are basic for his day by day life. Today, the investigation of consumer behavior is turning out to be more genuine and intense issue in the field of marketing. This is going on in light of the fact that a consumer because of free accessibility and stream of data, wide serious proposal of elective products and high mechanical headway turned into the prevailing character of a market who solidly grasp a control over a market and have a definitive state about what ought to be produced and offered on a market.

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