



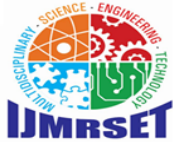
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Consumer Buying Behaviour towards Milk and Milk Products

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ABSTRACT: The dairy industry plays a vital role in household consumption patterns and nutritional security. This study examines consumer buying behaviour towards milk and milk products with special reference to brand preference, purchase frequency, satisfaction level, and influencing factors such as price, quality, packaging, and availability. A descriptive research design was adopted using a structured questionnaire administered to 60 respondents through convenience sampling. Statistical tools such as percentage analysis and One-Way ANOVA were used for data analysis with the help of SPSS software. The findings reveal that milk is a regularly consumed essential commodity, with most respondents purchasing it daily. Brand preference is strong for **Amul**, indicating high brand trust. Income level significantly influences awareness of nutritional benefits, while age and quantity purchased do not significantly affect buying behaviour. The study provides insights for dairy marketers to enhance awareness strategies, pricing policies, and customer satisfaction initiatives.

KEYWORDS: Consumer behaviour, Milk products, Brand preference, Purchase frequency, Customer satisfaction, Dairy industry.

I. INTRODUCTION

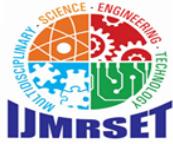
Consumer buying behaviour refers to the decision-making process involved in selecting, purchasing, and evaluating products. In the dairy sector, milk and milk products form an essential part of daily nutrition across all age groups. With increased urbanization, rising income levels, and health consciousness, consumers are becoming more quality-sensitive and brand-conscious.

India's dairy market is highly competitive, with major brands such as **Amul**, **Aavin**, and **Mother Dairy** offering diversified milk products. Factors such as price, freshness, packaging, availability, and nutritional value significantly influence purchase decisions.

Understanding consumer preferences helps marketers design effective promotional strategies, improve product positioning, and enhance customer satisfaction. Therefore, this study aims to analyze the various determinants influencing consumer buying behaviour towards milk and milk products.

II. OBJECTIVES OF THE STUDY

1. To analyze consumer buying behaviour towards milk and milk products.
2. To identify factors influencing purchase decisions such as price, quality, and brand image.
3. To examine brand preference among consumers.
4. To evaluate customer satisfaction levels.
5. To determine whether demographic variables significantly influence buying behaviour.



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III. REVIEW OF LITERATURE (APA FORMAT)

Previous studies have explored various dimensions of dairy production and consumer behaviour.

Jatwani (2020) examined trends in small-scale dairy farming and found declining sustainability due to feed and market access issues. **Misra** (2024) reported that training interventions significantly improved milk yield and income among rural dairy farmers. **Kumar** (2019) highlighted that modern dairy value chains enhanced farmer incomes compared to traditional systems.

Makarabbi (2021) found that cooperative membership improved income stability and market access. **Abegaz** (2022) emphasized that breed, feed quality, and herd management significantly influenced milk production levels. **Ogola** (2023) revealed that access to extension services positively affected milk yield and adoption rates.

Climate-related studies such as **Shantharaju** (2024) and **Fufa** (2024) indicated that farmers recognize climate risks but face financial and informational constraints in adaptation. **Gupta et al.** (2020) found that income levels influence women's participation in dairy-related decision-making.

While most previous research focused on dairy production and farmer challenges, limited studies have concentrated specifically on consumer buying behaviour in localized markets. Hence, this study fills the gap by focusing on consumer preferences, brand loyalty, and satisfaction levels.

IV. RESEARCH METHODOLOGY

Research Design

A descriptive research design was adopted.

Research Approach

Quantitative research approach using structured questionnaires.

Source of Data

- **Primary Data:** Collected from 60 respondents through survey method.
- **Secondary Data:** Journals, textbooks, company websites, and government reports.

Sampling Technique

Convenience sampling method.

Sample Size

60 respondents.

Tools for Analysis

- Percentage Analysis
- Ranking Method
- One-Way ANOVA

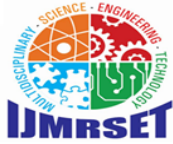
Statistical Software

SPSS (Statistical Package for Social Sciences)

V. DATA ANALYSIS

5.1 Percentage Analysis

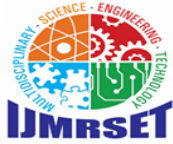
S. No	Variable / Indicator	Responses	Percentage (%)
1	Gender	Male	33



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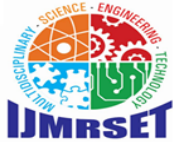
		Female	67
2	Age Group	Below 20 years	28
		21–30 years	34
		31–40 years	21
		Above 50 years	18
3	Educational Qualification	School level	15
		Undergraduate	40
		Postgraduate	18
		Professional / Others	28
4	Monthly Family Income	Below ₹20,000	31
		₹20,001 – ₹40,000	27
		₹40,001 – ₹60,000	22
		Above ₹60,000	21
5	Do you consume milk regularly?	Yes	75
		No	25
6	How often do you purchase milk?	Daily	57
		Alternate days	10
		Weekly	12
		Occasionally	21
7	Type of Milk Purchased	Full cream milk	27
		Organic milk	27
		Skimmed milk	24
		Toned milk	24
8	Preferred Milk Brand	Amul	47
		Local dairy	25
		Heritage	13
		Nandini	10
		Aavin	3
9	Quantity of Milk Purchased per Day	Less than 500 ml	18
		500 ml – 1 litre	32
		1–2 litres	30
		More than 2 litres	20
10	Milk Products Consumed	Curd	35
		Butter	18
		Ghee	20
		Paneer	15
		Cheese	7
		Ice cream	5
11	Frequency of Buying Milk Products	Daily	29



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		Weekly	34
		Monthly	20
		Occasionally	17
12	Place of Purchase	Supermarket	22
		Local shop	48
		Online delivery	15
		Direct from dairy/farm	15
13	Main Factor Influencing Purchase	Price	24
		Quality	31
		Brand image	18
		Taste	17
		Availability	10
14	Satisfaction with Quality	Highly satisfied	28
		Satisfied	42
		Neutral	18
		Dissatisfied	8
		Highly dissatisfied	4
15	Does price affect buying decision?	Always	35
		Sometimes	38
		Rarely	17
		Never	10
16	Do advertisements influence purchase?	Yes	32
		No	28
		Sometimes	40
17	Preference for Milk Products	Branded	52
		Unbranded	18
		Both	30
18	Awareness of Health Benefits	Yes	61
		No	14
		Partially	25
19	Willingness to Pay More for Organic Milk	Yes	36
		No	29
		Maybe	35



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20	Overall Satisfaction with Milk Products	Very high	21
		High	37
		Moderate	28
		Low	14

INTERPRETATION: The percentage analysis reveals the demographic profile and purchasing behavior of consumers regarding milk and milk products. The results indicate that the majority of respondents belong to the 21–30 years age group, showing that young consumers form a significant portion of the study. Most respondents are undergraduates, and a large share of the sample belongs to the lower-income category (below ₹20,000). The analysis also shows that 75% of respondents consume milk regularly, and 57% purchase milk daily, indicating that milk is an essential part of daily consumption.

In terms of product preference, full cream milk and organic milk are equally preferred, while Amul is the most preferred brand, demonstrating strong brand trust and market dominance. The data also suggests that quality, price, and taste are the major factors influencing purchasing decisions. Overall, the percentage analysis highlights that consumers show strong preference for branded milk products, regular consumption habits, and high awareness of product quality.

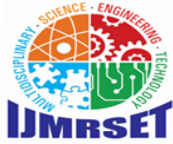
5.2 ANOVA

TABLE SHOWING MILK PURCHASE AND MILK PRODUCT

Particulars	F	df1	df2	p
I regularly consume milk products such as curd, butter, or ghee	3.366	3	19	0.04
Milk products are an essential part of my household consumption	1.828	3	16.1	0.182
I prefer branded milk products due to better quality	0.426	3	15.8	0.737
Taste is an important factor when purchasing milk products	3.813	3	18.8	0.027

Interpretation: The One-Way ANOVA test was conducted to determine whether buying behaviour towards milk products differs based on the frequency of milk purchase. The results show that there is a statistically significant difference in regular consumption of milk products ($p = 0.040$) and in considering price as an important factor ($p = 0.027$), since the p-values are less than 0.05. However, there is no significant difference in viewing milk products as essential ($p = 0.182$) and preference for branded milk products ($p = 0.737$), as their p-values are greater than 0.05.

This indicates that purchase frequency influences certain aspects of buying behaviour, particularly regular consumption and price consideration.



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Hypothesis Decision

- For regular consumption and price factor → Reject Null Hypothesis (Significant difference exists)
- For essential nature and brand preference → Accept Null Hypothesis (No significant difference)

VI. FINDINGS

1. Milk is a daily essential product for most households.
2. Young adults form the major consumer segment.
3. Brand preference is high for established brands like **Amul**.
4. Income influences awareness levels but not satisfaction or trust.
5. Purchase frequency affects consumption behaviour.
6. Advertising and packaging do not significantly alter buying decisions.

VII. SUGGESTIONS

1. Dairy companies should enhance awareness campaigns about nutritional benefits.
2. Competitive pricing strategies should be adopted to attract lower-income consumers.
3. Loyalty programs can be introduced for regular buyers.
4. Local dairy brands should strengthen branding and quality assurance.
5. Companies should maintain consistent quality and hygiene standards.

VIII. CONCLUSION

The study concludes that consumer buying behaviour towards milk and milk products is influenced mainly by purchase frequency, awareness, and pricing considerations rather than demographic characteristics such as age. Established brands maintain strong consumer trust and loyalty. Income level significantly affects awareness but does not impact satisfaction or brand recommendation behaviour.

Overall, dairy marketers should focus on awareness creation, competitive pricing, and quality maintenance to strengthen their position in the competitive dairy market.

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