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Customer preferences for choosing the dairy products during COVID 19 with reference to Chennai

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Abstract---The Research was focused on the Dairy Products like milk, curd, sweets, etc. The research was confine 10 locations in the Andhra Pradesh States in Chennai surrounded Sholinganallur places. The purpose of this research was to find out the customer tastes and preferences for choosing the milk products. The instruments were prepared using the nominal and ordinal scale according to the review of literature. The data was analysis using the SPSS Software percentage table calculations and hypothesis was tested using the Chi Square testing. The outcomes of the research stated clearly on the quality of services customers are receiving through Dairy parlour. Conclusion: Customers are satisfied with the dairy products and services offer even in the Covid 19 conditions.

Keywords---customer preferences, dairy products, COVID 19, Chennai.

Introduction

The Indian Dairy Industry has gained quick ground since Independence. Numerous advanced milk plants and item production lines have since been built up. These sorted out dairies have been effectively occupied with the standard

business creation of purified packaged milk and different Western and Indian dairy items. With present day information on the insurance of milk during transportation, it got conceivable to find dairies where land was more affordable, and yields could be developed all the more financially. The promoting of the milk, surplus to family and structure needs, improve structure salary, make work in handling, showcasing of milk in especially hard for little scope makers dispersed in countryzones all through the creating scene. The decision of item and advances must be fit to the scale and area of the activity, while the value, advancement and bundling must meet nearby prerequisites. In urban advertisers in creating nations, the deals of crude milk by casual merchants is the most significant outlet for milk yet the related well-being hazard must be tended to, and step taken to limit that dangers.

Review of literature

Anthony Patterson (2005) stated in his article setting, products and consumers as a special case for qualitative diary research, his paper was discussed about the real dairies and innovative way to capture the quality of services. Insight of the dairy products, the processes, relationships with the customers, setting, products and customers are primary activities that dairy industries must concentrate. Ahogoh S G (1992) discussed the topic Kenya's dairy industry with a comparative study on marketing system and pricing policies for fresh milk. In his article, the marketing strategies for the milk products has two types i.e., informal marketing & formal marketing. Even, he discussed about the milk made products like ghee, cheese, butter etc. D.R.M.Rajesh and G.Purushothaman (2013) studied dairy product has become growing more popular, the main reason is convenience (and often lower prices). Usually in the holiday season, consumer perception in online product ordering saves an individual the hassle of searching several stores and then waiting in long queues to buy a certain item.

Problem identification

The milk processing industry is small compared to the huge amount of milk produced every year. Only 10 percent of all the milk is delivered from some 400 dairy plants. A specific Indian phenomenon is the unorganized sector of milkmen, vendors who collect the milk from local producers and sell the milk in both, urban and non-urban areas, which handles around 65-70 percent of the national milk production. In the organized dairy industry, the cooperative milk producers have a 60 percent market share. The cooperative dairies process 90 percent of the collected milk as liquid milk whereas the private dairies process and sell only 20 percent of the milk collected as liquid milk and 80 percent for other dairy products with a focus on value-added products.

Material and Methods

Research Design

These research design was employed for data collection, analysis and testing of research model used in the research.

Objectives of the Research

The study has been carried out in order to know the consumption pattern of milk and milk products in Madurai district with the following objectives. To study the profile of dairy sector at the global, national, state and district levels. To examine the socio-economic profile of the respondents. To discuss the consumption pattern of the respondents towards milk and dairy products.

Sampling Design

- The sample procedure selected was “convenience sampling” from those 10 selected areas.
- The data is restricted towards sholinganallur and medavakkam areas in Chennai. From these dairy milk product should take 75-100 peoples survey and then ask their opinions on their dairy milk product.

Data Collection

The primary data was collected through pre designed questionnaires and by the interview method. The data that was gathered was later processing using spss and are represented graphically.

Statistical Tools

The main tools used for statistical analysis were percentages, means, standards deviation.

Research Questions (RQ) and Null Hypotheses (Ho)

Ho – Customer are notable to get quality of milk products in parlour
Ha – Customers can get quality of milk products in parlour

Limitation of Research

This study is both description and analytical. For achieving the objective both primary and secondary data have been used in this study. A comprehensive interview schedule, duly pre-testes has been designed for collecting primary data. The non-probability method of convenience sampling of followed to choose the simple respondent.

Data Analysis

Table 1
Location of milk parlour

Location	TV	News paper	Outlets	Friends	Total
Sholinganallur	0	1	10	1	10
Karapakam	2	2	5	0	10
Medavakam	2	5	4	0	10
Palikaranai	1	1	2	1	10
ECR	1	2	2	3	10
Ptc	4	3	3	2	10
Chemenchery	1	4	10	1	10
Others	0	5	2	2	10
Total	10	23	53	10	100

Table 2
Customer convenient place for buying the dairy product in covid 19 conditions

Option	Respondents
Commercial Area	12
Residential Area	66
Bus Stand	22
Total	100

Table 3
Customer preference of choosing the brand of dairy product in COVID 19 conditions

Customer preferences	Frequency	percent	Valid percent	Cumulative percent
Aavin milk	22	22	22	22
Heritage milk	16	16	16	38
Hatsun Milk	8	8	8	46
Jersey Milk	8	8	8	54
Amul Milk	4	4	4	58
Mother Dairy	6	6	6	64
Dodla Milk	5	5	5	69
Shreeja Milk	7	7	7	76
Tirumala Milk	8	8	8	84
Vijaya Milk	4	4	4	88
Others	12	12	12	100

Table 4
Customer preference to buy Milk products

Particular	No of Respondent	percentage
Super Market	59	59.6
Milk parlour	33	33.3

Unpack Milk services	6	6.1
Shop	1	1
Total	102	100

Table 5
Customer Milk consumption per day

Particulars	No of Respondent	Percentage of Respondent
Below – 500 Ml	44	43.1
500 Ml – 1000 Ml	51	50
1000 Ml – 1500 Ml	5	4
Above 2000 Ml	2	3
Total	102	100

TABLE 6
Customer awareness about dairy product in COVID 19

Particulars	No of respondents	percentage
Tv	34	33.7
News paper	29	20.8
Outlets	21	8.9
Friends	9	28.7
Others	8	7.9
Total	102	100

Chi square test

Ho: Customer are not able to get of quality of milk products in parlor.

H1: Customers can get of quality of milk products in parlor

Table 7
Quality of milk products in parlor

Observed(o)	Expected(E)	O-E	(O-E) ²	(O-E) ² /E
39	25	14	196	7.84
29	25	4	16	0.64
14	25	-11	121	4.84
18	25	-7	49	1.96
100	100	0		15.28

- Level of significance: 95%
- Degree of Freedom: $N - 1 = 3$
- Chi-square table value: 7.82;
- Chi square calculated value: 15.28
- Chi square calculated values is greater than chi square table value it is inferred that H_0 is rejected so H_1 is accepted so customers are willing to buy quality of milk in parlor only

Table 8
Correlation Matrix of the proposed factors

Factors	Mean	ALPHA	1	2	3	4
Location	21.02	0,700	1.00			
Quality of milk products	20,0	0.723	0,606	1.00		
Customer awareness	19.0	0.715	0.650	0.609	1.00	
Brand	21.08	0.705	0.609	0.704	0.660	1.00
Customers preference	22.40	0.704	0.607	0.606	0.601	1.00

From table 8 it is found that alpha varies from 0.700 to 0.723 and more than acceptable value of (0.700). All the variables are correlated and ranges from 0.606 to 0.704). The proposed factors are also significantly related to customers preference dairy products.

Summary of findings

- 62 % of the respondent have 18 – 16 age of the response.
- 59 % of the respondent have a male gender response
- 55 % of the respondent have a Nuclear family.
- 26.5 % of the respondent have a Graduated.
- 53.5 % of the people come to know about the milk parlour from outlets.
- 66 % of the people buying the milk from the residential area.
- 94 % of the people chosen the 10 level of satisfaction.
- 80 % of the customer preferring Heritage fresh milk and product will be comparing with other products.
- 59.6 % of the customer prefer to buy the milk from super market.
- 88.8 % of the customers will to buy the milk products through milk stores.
- 50 % of the peoples using 500 Ml – 1000 Ml milk per day.
- 33.7 % of the awareness about the dairy product customer finding from the tv.

Conclusion

Our nation's milk producers have transformed Indian dairying from stagnation to world leadership. The dairy cooperative movement has been central to the development of dairying in India. Nowadays the rural farmers in India are involved in dairying as they find it as an alternative source of livelihood. The government of India sponsored a scheme called 'Strengthening Infrastructure for quality and clean milk production' to strengthen infrastructure facilities and to ensure clean milk production at the village level. The government of India so far has sanctioned Rs.1224.21 lakhs to Unions for the implementation of the scheme. So, the Government takes almost all the measures and implements various policies and regulatory laws for the development of the dairy sector in our country. The private sector plays a pivotal role in the development of the Indian dairy industry as well as produces various value-added products to meet the growing demands of the consumers.

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