**A STUDY ON CUSTOMER BUYING BEHAVIOUR TOWARDS SALEM DISTRICT COOPERATIVE MILK PRODUCERS UNION LTD WITH REFERENCE TO SALEM**

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**ABSTRACT**

**India is the world’s largest dairy producer, Indian dairy sector has grown substantively over the year. Dairy products demand in India has in India has increased dramatically in both rural and urban sectors. Tamilnadu state is the one of the ten largest milk producing states in India. In the state major milk contributor is Aavin a Tamil Nadu based milk producer’s union procures milk, processes it and sell milk and milk products to consumer. This paper analysis consumer perception over the Aavin special reference to the Salem City of Tamil Nadu state. The aim of the study is reveal consumer perception over Aavin milk and milk products based on their age, educational qualification and monthly income of the consumer’s family.**

**Keywords:** Consumer, Buying Behavior, Milk Producer’s Union….

1. **INTRODUCTION**

Customer buying behaviour is the study of how individual customer, 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 customers in the customer place and the underlying motives for those actions. Customer expect that by understanding what causes the customers to buy particular goods and services, they will be able to determine—which products are needed in the customer place, which are obsolete, and how best to present the goods to the customers. The study of customer buying behaviour assumes that the customers are actors in the customer place. The perspective of role theory assumes that customers play various roles in the customer place. Starting from the information provider, from the user to the payer and to the disposer, customers play these roles in the decision process. The roles also vary in different consumption situations; for example, a mother plays the role of an influencer in a child’s purchase process, whereas she plays the role of a disposer for the products consumed by the family.

1. **OBJECTIVES OF THE STUDY**

* To study the customer buying behaviour towards Salem District Cooperative Milk Producers Union Ltd
* To find out the awareness level of the company products among customer.
* To identify the factors influencing the consumer purchase
* To know the satisfaction level about the company products
* To find out how buying behaviour and preference for the dairy products.
* To investigate the reasons for preferring the company products.

1. **LIMITATIONS OF THE STUDY**

* Some customers were not able to understand some of the questions.
* The sample size was not enough and it failed to give the picture or the result of the survey some sales men or dealers did not co-operate well.
* The questionnaire did not cover the whole aspect of the customer potential of dairy product.
* Lack of sales promotion measure is limitation for some times.
* Lack of co-operative from certain departments due to their workload to the sales promotion department

1. **METHODOLOGY**

4.1 Research Design

The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behaviour of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

4.2 Sampling Design

Convenience sampling techniques were used for the study.

**4.3 Sample Size**

The study based only on the opinion and expectation of consumer. Total number of sample taken for the study is 130 respondents.

**4.4 Methods Of Data Collection**

Data in the study are of two types:

* + 1. Primary data
    2. Secondary data

1. **RESULTS AND DISCUSSION**

**5.1. CHI-SQUARE ANALYSIS**

Null Hypothesis

**HO:** There is no significance between the income level of the respondents and terms of purchase pattern.

Alternative Hypothesis

**H1:** There is significance between the income level of the respondents and terms of purchase pattern.

| **Case Processing Summary** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
|  | Cases | | | | | |
|  | Valid | | Missing | | Total | |
|  | N | Percent | N | Percent | N | Percent |
| INCOME LEVEL OF THE RESPONDENTS \* TERMS OF PURCHASE PATTERN | 130 | 100.0% | 0 | .0% | 130 | 100.0% |

| **INCOME LEVEL OF THE RESPONDENTS \* TERMS OF PURCHASE PATTERN Cross tabulation** | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Count | | | | | | TERMS OF PURCHASE PATTERN | | | | | | | | | Total | | |
| 1 time | | | 2-3 times | | 4-5 times | | | 4 |
| INCOME LEVEL OF THE RESPONDENTS | | | Below Rs.5000 | | | 8 | | | 0 | | 0 | | | 0 | 8 | | |
| Rs.5000-Rs.10000 | | | 19 | | | 19 | | 1 | | | 0 | 39 | | |
| Rs.10000-Rs.15000 | | | 0 | | | 0 | | 34 | | | 0 | 34 | | |
| Above Rs.15000 | | | 0 | | | 0 | | 26 | | | 23 | 49 | | |
| Total | | | | | | 27 | | | 19 | | 61 | | | 23 | 130 | | |
| **Chi-Square Tests** | | | | | | | | | | | | | | | | |
|  | | | | Value | | | | df | | | | Asymp. Sig. (2-sided) | | | | |
| Pearson Chi-Square | | | | 1.794E2a | | | | 9 | | | | .000 | | | | |
| Likelihood Ratio | | | | 200.211 | | | | 9 | | | | .000 | | | | |
| Linear-by-Linear Association | | | | 99.142 | | | | 1 | | | | .000 | | | | |
| N of Valid Cases | | | | 130 | | | |  | | | |  | | | | |
| a. 5 cells (31.3%) have expected count less than 5. The minimum expected count is 1.17. | | | | | | | | | | | | | | | | |
| **Symmetric Measures** | | | | | | | | | | | | | | |
|  |  | | | Value | | Asymp. Std. Errora | | | Approx. Tb | | | Approx. Sig. | | |
| Ordinal by Ordinal | Gamma | | | 1.000 | | .000 | | | 24.554 | | | .000 | | |
| Measure of Agreement | Kappa | | | .531 | | .050 | | | 11.515 | | | .000 | | |
| N of Valid Cases | | | | 130 | |  | | |  | | |  | | |
| a. Not assuming the null hypothesis. | | | |  | |  | | |  | | |  | | |
| b. Using the asymptotic standard error assuming the null hypothesis. | | | | | | | | | | | |  | | |

**RESULT**

The calculated value is greater than the table value. So we reject the null hypothesis. There is no significance between the income level of the respondents and terms of purchase pattern.

**5.2. CORRELATION**

The table shows that the relationship between educational qualification of the respondents and opinion about packing of the products.

| **Correlations** | | | |
| --- | --- | --- | --- |
|  |  | EDUCATIONAL QUALIFICATION OF THE RESPONDENTS | OPINION ABOUT PACKING OF THE PRODUCTS |
| EDUCATIONAL QUALIFICATION OF THE RESPONDENTS | Pearson Correlation | 1 | .885\*\* |
| Sig. (2-tailed) |  | .000 |
| N | 130 | 130 |
| OPINION ABOUT PACKING OF THE PRODUCTS | Pearson Correlation | .885\*\* | 1 |
| Sig. (2-tailed) | .000 |  |
| N | 130 | 130 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | |  |

**NONPARAMETRIC CORRELATIONS**

| **Correlations** | | | | |
| --- | --- | --- | --- | --- |
|  |  |  | EDUCATIONAL QUALIFICATION OF THE RESPONDENTS | OPINION ABOUT PACKING OF THE PRODUCTS |
| Kendall's tau\_b | EDUCATIONAL QUALIFICATION OF THE RESPONDENTS | Correlation Coefficient | 1.000 | .861\*\* |
| Sig. (2-tailed) | . | .000 |
| N | 130 | 130 |
| OPINION ABOUT PACKING OF THE PRODUCTS | Correlation Coefficient | .861\*\* | 1.000 |
| Sig. (2-tailed) | .000 | . |
| N | 130 | 130 |
| Spearman's rho | EDUCATIONAL QUALIFICATION OF THE RESPONDENTS | Correlation Coefficient | 1.000 | .919\*\* |
| Sig. (2-tailed) | . | .000 |
| N | 130 | 130 |
| OPINION ABOUT PACKING OF THE PRODUCTS | Correlation Coefficient | .919\*\* | 1.000 |
| Sig. (2-tailed) | .000 | . |
| N | 130 | 130 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | |  |  |

**RESULT**

This is a positive correlation. There are relationships between educational qualification of the respondents and opinion about packing of the products.

1. **RECOMMENDATIONS**

* The company should do more to promote their brand as customers prefer good brand while buying any product. Customer prefer price as an important factor while buying any so the product should fix the price accordingly.
* The firm must be increasing sales promotions with use strategy level to the reason trend
* The product is competitive in the consumer condition so the organization continues for their advertisement media influence to the customers need.
* Television media are major role in the product and also factors influencing to the customer pattern level.
* Each and every product is verities and defer from quality taste etc., so the product meet the product competition in the consumer.

1. **CONCLUSION**

A consumer strategy is something that constantly evolves, adapting to changing consumer conditions. Within Enterprise, the outcomes from its many different types of business are constantly reviewed and evaluated. Judgements are then fed into the decision making process. This enabled new strategies to be developed to improve operations. Company should concentrate on direct meeting with the customer as they are the most vital element in deciding the growth or decline of any company. Company should decrease the response time to the complaint received. The company should fix certain amount of dairy especially for the dealers and give them free of cost as incentives. The company should appoint more and more persons for the promotions of the brands. Company should decrease delivery time of the product.This research contributes to the perceptive of consumer buying behaviour in the electronic home appliances market. The key findings of the study designates that the overall set of independent variables was weakly associated with the dependent variable. On the other hand, the profound analysis found that social factors, physical factors, and marketing mix elements were strongly associated with the buying behaviours of Indian consumers.

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