



RESEARCH PAPER

# Demographic perception of customers towards dairy marketing practices: An empirical study

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## Abstract

**Purpose:** This study aims to investigate the impact of dairy marketing practices on customer preferences.

**Theoretical Framework:** However, studies have been done related to customer preference in other regions and this study is framed to investigate the impact of dairy marketing on customer preferences.

**Design/Methodology/Approach:** In this study, the researcher used non-probability sampling techniques by judgmental sampling for data collection. Using a survey questionnaire, data were collected from 180 respondents using dairy products, and the SPSS version 25.0 is castoff as an analytical tool in this research.

**Findings:** It has been found that consumers prefer the price, quality, and location of the brands because consumers are using dairy products regularly and want good quality, price and easy availability of the goods.

**Practical and Social Implications:** Future studies can be considered towards the other indicators for the customers and dairy operations and also the researchers conduct the study with more sample size, diverse location, and also with other brands of dairy and future researchers can also analyze the impact of profitability on customer choices to get better and more accurate results.

**Implications/Originality/value:** It is concluded that customer preferences is the one dimension that changes due to the changes in customer needs and wants and the level of satisfaction provided by the products they were using and also through the product selling done by the different dairy brands.

**Background of the study:** India has been the foremost producer and consumer of dairy products wide-reaching since 1998 with sustained growth in the availability of milk and milk-related products. Dairy activities form a vital part of the rural Indian economy, serving as an important source of employment and income. However, the milk production per animal is significantly low as compared to the other major dairy producers. Furthermore, nearly all of the dairy products in India are consumed domestically, most of which are sold as fluid milk. The Indian dairy industry grips great potential for value-addition and complete development. The dairy industry is extremely focused on a diverse portfolio of dairy products in India. The major distribution channels of the dairy industry are autonomous retailers, the non-organized segment for its revenue shares.

**Keywords:** Dairy products, Marketing practices, Customer preferences, Customer satisfaction.

## Introduction

In several concerns, the dairy industry dwells in a special position among the other sectors of agriculture. Milk is produced daily, provides a systematic income to the

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producers, and gives society employment (Nurakhova, 2017). It's the one sector that has high protection due to the good economic positions of the milk producers in India. Milk is called a bar of white gold because it is associated with the high quality of variety and the number of products that can be made through it. The demand for livestock products is commonly income elastic and the demand for these products is increasing due to variations in the consumption and demographic, brands existing, and the lifestyle of the consumers (Saravana, 2017). Milk is perishable; still, dairy producers use high-tech systems or practices to create good transport of milk to serve society as a whole (Gyan, 2018). Nowadays, the dairy processing industry has gained a strong position due to its special services and marketing strategies. The dairy sector is now enlarged with its booths, shops, societies, and dairy parlors (Kumar, 2017). It is having

specific features like perishable in nature, daily use products, quality-based purchasing, and numerous serving partners. According to the USDA report, it has found that milk is a raw material and 90% is water liquid, it is produced on daily basis and used for personal and for commercial reasons (Sivagami, D. 2019). The milk sector requires a high cost of transportation to passage the milk. Additionally, it will only keep for a few days in the larger hi-fi tech refrigerator to preserve the products' quality and durability. The dairy industries are now highlighting the special feature to keep their market position strong (Chiliya, 2009). Dairy brands focus on their practices for urban and rural people because both types of consumers prefer the same type of products with special specifications. and they purchase dairy products frequently the attitude of the customers will endlessly change due to the technological research and innovative methods of dairy and also it has been found that various types of relationships affect the customer attitude i.e., age, gender, living area, competitor's product, and period of using the product monthly expenses (Vishnu, 2019). Customer preferences are the one important concept that talks about what the customer prefers from your brands, which is different and also satisfies their needs and wants (Verma, 2017). The production and marketing of dairy products should take into account the variety of consumer demands such as preferences and choices that stimulate the consumption behavior of households. It has been found that as income increases, the preferences of consumers were highly tilted toward a variety of dairy products (Shree, 2016). Based on the background, the study's main objective is to examine the impact of dairy marketing practices on customer preferences in Haryana. The present study introduction contains the background of the research, the research problem, and the objectives of the study, and highlighted the significance of the dairy industry. This is followed by the different theories and literature that show the viewpoints of customers' preferences. Finally, the study presents a discussion of the findings, theoretical and practical implications, and limitations of the study with future scope.

### Literature Review

An overview and comprehensive examinations of the literature become important for understanding the research topic, including the sample size, sampling techniques and methods employed and some statistical methods used. This section reviews a few kinds of literature about the observations of the study.

#### Consumer Buying Behavior

Nedumaran, (2014) analyzed the consumer buying behavior towards the dairy product of various brands and found that 75% of the consumers preferred the Doodland brand because the Doodland brand has great quality, availability, and a suitable pricing model and it has been also found that 25% of consumers have not preferred the doodle

brand because they are having their milk productions at home. Shaik, (2015) focused on the customer perceptions of Jersey products for 120 respondents and found that most consumers are largely influenced by the taste and brand of the products, and frequently they buy the products from the same brand because of the taste and satisfaction. Mokashi, *et al.* (2016) analyzed the product positioning strategies and success factors of Amul and found it strongly focuses on 4Ps i.e., product, price, place, promotion, and Amul launches its products according to the needs of the consumers and price Amul always has a low-price strategy because they pick the maximum share of consumers from the market. Rana, *et al.* (2017) studied the consumer behavior of 100 respondents towards milk consumption in consumers of Muluknoor district of Karimnagar. He found that 50% of consumers are having children. They don't know about the milk consumption they depended on their family buying purchase decision and the other 50% of consumers are youngsters and they are consuming a liter milk package daily and prefer to use packed milk because they are satisfied with the quality of the milk.

#### Purchasing Pattern of the Customers

Rubina, (2010) researched the customer preferences towards dairy products and found that the company had a better survey to see the outlooks of the consumers and generate that product in a way so that it will consider more customers towards their brand and advertisement can be done through mass media to expand sales and to inform customers about the product. Mehta, (2018) studied the consumer's preference for purchasing packed and unpacked fluid milk that the consumer prefers various considerations i.e., quality, freshness, price, fat level, and easy availability of products. Sureka, *et al.* (2019) studied the distribution effects and the factors influencing the distribution of dairy products and the dairy market that the distribution channel of packaged milk was accepted with care and special efforts have been taken, and it has been purely clear that the marketing efforts should be intensive on retailer development to improve the sales of the market. Vairamuthu, *et al.* (2020) studied the brand positioning and consumers' expectations towards dairy products in Villupuram Tamil Nadu and found that most respondents are aware of Aavin Products because of availability, taste, and price. Bendir, (2021) analyzed the relationship between dairy product consumption and consumer behavior of 326 households and found all the households focus on taste trust, health benefits, packaging, type of shop, brand, product origin, etc. Sahu, (2022) highlighted the marketing and commerce strategy for customer satisfaction in Saras Dairy and found that they focus on all people groups and produce the products per the customer's requirements and needs. The foregoing review of the literature revealed that no research has been conducted in the North region regarding the demographic perception of customers towards dairy marketing practices.

## Research Methodology

### Scope of the study

This study covers the demographic-based customer preferences toward dairy marketing practices in Haryana

### Research Objective

This study covers the demographic-based customer preferences toward dairy marketing practices in Haryana

### Research Hypotheses

$H_{01}$ : No significant difference exists among gender-wise perception of customers towards dairy marketing practices.

$H_{02}$ : No significant difference exists among marital status-wise perception of customers towards dairy marketing practices.

$H_{03}$ : No significant difference exists among family-wise perception of customers towards dairy marketing practices.

$H_{04}$ : No significant difference exists among income-wise perception of customers towards dairy marketing practices.

### Population Profile and Sampling Method

A sample of 180 respondents was taken to achieve the objective of the study selected based on judgment sampling. The respondents include the people of Haryana, who are using the products of dairy and have some preferences regarding dairy products.

### Data Collection

Both kinds of data were used in the present study i.e., primary and secondary. The primary data were collected from the respondents of six divisions of Haryana through a pre-tested questionnaire on a five-point Likert scale. On the other hand, the secondary data were collected from books, journals, websites, etc.

### Data Analysis Tools

Descriptive statistics such as mean and standard deviation were computed with the help of SPSS software (version 20) to analyze the collected data. To validate the results of the study, t-test and regression analysis were used having customer preference as the dependent variable and marketing practices as the independent variable.

## Results And Discussion

The majority of the respondents are from the Haryana region. The sample from 180 respondents was collected from the different regions of Haryana because it has its own production site and the employees are easily available. Table 1 shows the gender-wise analysis of viewpoints of all the males and females regarding their preferences towards the dairy brands. According to the viewpoint of males, price is an important preference while buying the product (Mean=3.69, SD=1.415), followed by quality of the dairy products (Mean=3.49, SD=1.521), dairy brand products are

easily available at their location (Mean=3.44, SD=1.416), celebrity endorsement makes push to buy the products (Mean=3.33, SD=1.418), purchase decisions are influenced by word of mouth (Mean=2.96, SD=1.459), behavior of suppliers, retailers, and booth agents encourages the customers to buy the product (Mean=2.75, SD=1.453), nutritional information is an important consideration in purchasing dairy products (Mean=2.71, SD=1.351), special offers like free samples/trials of products (Mean=2.70, SD=1.481), dairy brand offers you hygienic products (Mean=2.66, SD=1.586), brand packaging attracts you to purchase the products (Mean=2.65, SD=1.415), competition affects the choice of preferences (Mean=2.42, SD=1.331). On the other hand, analysis further shows that the females are giving preference towards the quality of dairy products (Mean=3.98, SD=1.345), followed by quality is an important preference for you to buy the product (Mean=3.69, SD=1.415), price is an important in purchasing dairy products (Mean=3.85, SD=1.337), dairy brand products are easily available at their location (Mean=3.67, SD=1.209), celebrity endorsement makes push to buy the products (Mean=3.35, SD=1.407), special offers like- free samples/trials of products (Mean=3.02, SD=1.451), purchase decisions are influenced by word of mouth (Mean=2.96, SD=1.416) and brand packaging attracts you to purchase the products (Mean=2.83, SD=1.337), nutritional information is an important consideration in purchasing dairy products (Mean=2.67, SD=1.326), dairy brand offers you hygienic products (Mean=2.56, SD=1.472), behavior of suppliers, retailers, and booth agents encourages the customers to buy the product (Mean=2.54, SD=1.398), competition affects the choice of preferences (Mean=2.10, SD=1). It has been found that both male and female prefer the quality, price, word of mouth, location and hygiene of the products. Statistically, the results of the t-test display that there is a significant difference in the viewpoint of male and female respondents towards the dairy brand offers you the hygienic product ( $p=0.005$ ), celebrity endorsement makes you push to select dairy brands ( $p=0.03$ ) at 5% level of significance, and the price is an important preference for you to buy the product ( $p=0.006$ ), brand packaging attracts you to purchase the products ( $p=0.006$ ), competition affects the choice of preferences ( $p=0.005$ ), the behavior of suppliers, retailers, and booth agents encourages to buy ( $p=0.007$ ) at 10% level of significance, hence the null hypothesis ( $H_{01}$ ) is rejected.

Table 2 shows the marital status-wise analysis of viewpoints of all the respondents regarding their preferences towards dairy brands. According to the viewpoint of married, price is an important preference while buying the product (Mean=3.98, SD=1.298), followed by quality of the dairy products (Mean=3.62, SD=1.472), dairy brand products are easily available at their location (Mean=3.35, SD=1.391), celebrity endorsement makes push to buy the products (Mean=3.31, SD=1.451), purchase decisions are influenced by word of mouth (Mean=3.04, SD=1.414), the behavior

**Table 1:** Gender-wise analysis of impact on customers' preferences

Statements	Gender	N	Mean	SD	t-statistics	
					t	Sig.
Quality is important in purchasing dairy products	Male	132	3.49	1.521	0.079	0.77
	Female	48	3.98	1.345		
Purchase decisions are influenced by Word of Mouth	Male	132	2.96	1.459	0.095	0.75
	Female	48	2.96	1.414		
Dairy brand products are easily available at your location	Male	132	3.44	1.416	0.013	0.91
	Female	48	3.67	1.209		
The dairy brand offers you hygienic products.	Male	132	2.66	1.586	3.394	0.05**
	Female	48	2.56	1.472		
Price is an important preference for you to buy the product	Male	132	3.69	1.415	3.501	0.06*
	Female	48	3.85	1.337		
Brand packaging attracts you to purchase the products	Male	132	2.65	1.419	3.502	0.06**
	Female	48	2.83	1.337		
Competition affects the choice of preferences	Male	132	2.42	1.331	2.007	0.05*
	Female	48	2.10	1.259		
Special offers like- free samples/trials of products, etc	Male	132	2.70	1.481	0.035	0.85
	Female	48	3.02	1.451		
Celebrity Endorsement makes you push to select dairy brands	Male	132	3.33	1.418	4.552	0.03**
	Female	48	3.35	1.407		
Behavior of suppliers, retailers, and booth agents encourages to buy	Male	132	2.75	1.453	3.181	0.07*
	Female	48	2.54	1.398		
Nutritional information is considered in purchasing dairy products.	Male	132	2.71	1.351	0.021	0.88
	Female	48	2.67	1.326		

Source: Compiled from Primary Data.

Note: N=No. of Respondents, \*=Significant at 10 percent level, \*\*= Significant at 05 percent level, \*\*\*= Significant at 01 percent level

**Table 2:** Marital status wise analysis of impact on customers' preferences

Statements	Marital Status	N	Mean	SD	t-statistics	
					t	Sig.
Quality is important in purchasing dairy products	Married	55	3.62	1.472	0.005	0.94
	Unmarried	104	3.61	1.504		
Purchase decisions are influenced by Word of Mouth	Married	55	3.04	1.414	0.099	0.75
	Unmarried	104	2.86	1.464		
Dairy brand products are easily available at your location	Married	55	3.35	1.391	1.123	0.29
	Unmarried	104	3.54	1.379		
The dairy brand offers you hygienic products.	Married	55	2.40	1.523	3.915	0.05**
	Unmarried	104	2.71	1.587		
Price is an important preference for you to buy the product	Married	55	3.98	1.298	0.067	0.79
	Unmarried	104	3.63	1.416		
Brand packaging attracts you to purchase the products	Married	55	2.71	1.524	0.012	0.91
	Unmarried	104	2.64	1.520		
Competition affects the choice of preferences	Married	55	2.45	1.274	0.013	0.90
	Unmarried	104	2.28	1.340		
Special offers like- free samples/trials of products, etc	Married	55	2.67	1.516	0.222	0.63
	Unmarried	104	2.85	1.473		
Celebrity Endorsement makes you push to select dairy brands	Married	55	3.31	1.451	0.364	0.54
	Unmarried	104	3.36	1.407		
Behavior of suppliers, retailers, and booth agents encourages to buy	Married	55	2.76	1.490	3.451	0.06***
	Unmarried	104	2.55	1.407		
Nutritional information is considered in purchasing dairy products.	Married	55	2.56	1.475	2.449	0.12
	Unmarried	104	2.71	1.275		

Source: Compiled from Primary Data.

Note: N=No. of Respondents, \*=Significant at 10 percent level, \*\*= Significant at 05 percent level, \*\*\*= Significant at 01 percent level

of suppliers, retailers, and booth agents encourages the customers to buy the product (Mean=2.76, SD=1.490), brand packaging attracts you to purchase the products (Mean=2.71, SD=1.524), special offers like free samples/trials of products (Mean=2.67, SD=1.516), nutritional information is an important consideration in purchasing dairy products (Mean=2.56, SD=1.475), competition affects the choice of preferences (Mean=2.45, SD=1.274) and dairy brand offers you hygienic products (Mean=2.40, SD=1.523). On the other hand, the analysis further shows that unmarried people giving preference towards the price is important in purchasing dairy products (Mean=3.63, SD=1.416) followed by quality as an important preference for you to buy the product (Mean=3.61, SD=1.504), dairy brand products are easily available at their location (Mean=3.54, SD=1.379), celebrity endorsement makes push to buy the products (Mean=3.36, SD=1.407), purchase decisions are influenced by word of mouth (Mean=2.86, SD=1.464) and special offers like- free samples/trials of products (Mean=2.85, SD=1.473), dairy brand offers you hygienic products (Mean=2.71, SD=1.587), nutritional information is an important consideration in purchasing dairy products (Mean=2.71, SD=1.275), brand packaging attracts you to purchase the products (Mean=2.64, SD=1.520), behavior of suppliers,

retailers, and booth agents encourages the customers to buy the product (Mean=2.55, SD=1.407), competition affects the choice of preferences (Mean=2.28, SD=1.340). It has been found that both married and unmarried respondents prefer the price, quality, packaging of the products, word of mouth, location, and hygiene of the products. Statistically, the results of the t-test display that there is a significant difference in the viewpoint of married and unmarried respondents towards the behavior of suppliers, retailers, and booth agents encouraging them to buy products ( $p=0.006$ ) at 1% level of significance, and the dairy brand offers you hygienic products ( $p=0.05$ ) at 5% level of significance, hence the null hypothesis ( $H_{01}$ ) is rejected.

Table 3 shows the family-wise analysis of the respondents' viewpoints regarding their preferences toward dairy brands. According to the viewpoint of the joint family, price is an important preference while buying the product (Mean=3.82, SD=1.371), followed by quality of the dairy products (Mean=3.77, SD=1.476), celebrity endorsement makes a push to buy the products (Mean=3.51, SD=1.374), dairy brand products are easily available at their location (Mean=3.50, SD=1.381), purchase decisions are influenced by word of mouth (Mean=3.02, SD=1.461), special offers like free samples/trials of products (Mean=2.67, SD=1.516),

**Table 3:** Type of family-wise analysis of impact on customers' preferences

Statements	Type of Family	N	Mean	S.D.	t-statistics	
					t	Sign
Quality is important consideration in purchasing dairy products	Joint Family	105	3.77	1.476	0.031	0.86
	Nuclear Family	74	3.39	1.488		
Dairy brand products are easily available at your location	Joint Family	105	3.50	1.381	0.003	0.95
	Nuclear Family	74	3.47	1.347		
Purchase decisions are influenced by Word of Mouth	Joint Family	105	3.02	1.461	0.022	0.88
	Nuclear Family	74	2.88	1.433		
Dairy brand offers you hygienic products.	Joint Family	105	2.60	1.566	0.355	0.05**
	Nuclear Family	74	2.70	1.541		
Price is an important preference for you to buy the product	Joint Family	105	3.82	1.371	0.011	0.91
	Nuclear Family	74	3.65	1.399		
Brand packaging attracts you to purchase the products	Joint Family	105	2.73	1.521	0.151	0.69
	Nuclear Family	74	2.68	1.545		
Competition affects the choice of preferences	Joint Family	105	2.29	1.385	3.221	0.05**
	Nuclear Family	74	2.42	1.216		
Special offers like- free samples/trials of products etc	Joint Family	105	2.84	1.526	1.208	0.27
	Nuclear Family	74	2.74	1.405		
Celebrity Endorsement makes you push to select dairy brands	Joint Family	105	3.51	1.374	0.123	0.72
	Nuclear Family	74	3.12	1.423		
Behavior of suppliers, retailers, agents encourage to buy product	Joint Family	105	2.69	1.423	0.244	0.62
	Nuclear Family	74	2.73	1.465		
Nutritional information is an important in purchasing dairy products	Joint Family	105	2.57	1.285	0.067	0.79
	Nuclear Family	74	2.91	1.396		

Source: Compiled from Primary Data.

Note: N=No. of Respondents, \*=Significant at 10 percent level, \*\*= Significant at 05 percent level, \*\*\*= Significant at 01 percent level

brand packaging attracts you to purchase the products (Mean=2.73, SD=1.521), the behavior of suppliers, retailers, and booth agents encourages the customers to buy the

product (Mean=2.69, SD=1.423), and dairy brand offers you hygienic products (Mean=2.60, SD=1.566), nutritional information is an important consideration in purchasing

**Table 4:** Income-wise analysis of impact on customers' preferences

Statements	Income Level	N	Mean	SD	t-statistics	
					t	Sign
Purchase decisions are influenced by Word of Mouth	Less than 20,000	20	2.30	1.380	0.100	0.72
	20,000–40,000	96	2.97	1.372		
	Above 40,000	64	2.97	1.357		
	Total	180	2.89	1.376		
	Less than 20,000	20	3.00	1.338		
Dairy brand products are easily available at your location	20,000–40,000	96	3.17	1.194	1.430	0.23
	Above 40,000	64	3.09	1.388		
	Total	180	3.12	1.276		
	Less than 20,000	20	3.05	1.234		
	20,000–40,000	96	3.31	1.164		
Dairy brand offers you hygienic products.	Above 40,000	64	3.66	1.198	0.286	0.59
	Total	180	3.41	1.194		
	Less than 20,000	20	3.50	0.946		
	20,000–40,000	96	3.24	0.992		
	Above 40,000	64	3.34	0.996		
Quality is important in purchasing dairy products	Total	180	3.31	0.986	0.005	0.94
	Less than 20,000	20	2.85	1.089		
	20,000–40,000	96	3.20	1.111		
	Above 40,000	64	3.39	1.078		
	Total	180	3.23	1.103		
Price is an important preference for you to buy the product	Less than 20,000	20	4.15	0.875	6.196	0.01***
	20,000–40,000	96	3.36	1.162		
	Above 40,000	64	3.63	1.162		
	Total	180	3.54	1.155		
	Less than 20,000	20	3.60	0.754		
Brand packaging attracts you to purchase the products	20,000–40,000	96	3.05	1.226	5.165	0.02**
	Above 40,000	64	3.48	1.285		
	Total	180	3.27	1.222		
	Less than 20,000	20	3.60	1.095		
	20,000–40,000	96	3.47	1.133		
Competition affects the choice of preferences	Above 40,000	64	3.59	1.178	0.012	0.19
	Total	180	3.53	1.141		
	Less than 20,000	20	3.85	1.040		
	20,000–40,000	96	3.52	1.151		
	Above 40,000	64	3.78	1.031		
Special offers like-samples/trials of products etc	Total	180	3.98	1.038	1.853	0.17
	Less than 20,000	20	3.90	0.968		
	20,000–40,000	96	3.45	1.132		
	Above 40,000	64	3.61	1.149		
	Total	180	3.56	1.125		
Celebrity Endorsement push to select dairy brands	Less than 20,000	20	3.65	1.040	0.254	0.61
	20,000–40,000	96	3.41	1.120		
	Above 40,000	64	3.56	1.111		
	Total	180	3.49	1.106		
	Less than 20,000	20	3.65	1.040		
Behavior of suppliers, retailers encourage you to buy the product	20,000–40,000	96	3.41	1.120	0.254	0.61
	Above 40,000	64	3.56	1.111		
	Total	180	3.49	1.106		
	Less than 20,000	20	3.65	1.040		
	20,000–40,000	96	3.41	1.120		
Nutritional information is important in purchasing products	Above 40,000	64	3.56	1.111	0.254	0.61
	Total	180	3.49	1.106		
	Less than 20,000	20	3.65	1.040		
	20,000–40,000	96	3.41	1.120		
	Above 40,000	64	3.56	1.111		

Source: w from Primary Data.

Note: N=No. of Respondents, \*=Significant at 10 percent level, \*\*= Significant at 05 percent level, \*\*\*= Significant at 01 percent level

dairy products (Mean=2.57, SD=1.285), competition affects the choice of preferences (Mean=2.29, SD=1.384). On the other hand, the analysis further shows that nuclear family people giving preference towards the price is important in purchasing dairy products (Mean=3.65, SD=1.399) followed by dairy brand products are easily available at their location (Mean=3.47, SD=1.347), quality as an important preference for you to buy the product (Mean=3.39, SD=1.488), celebrity endorsement makes push to buy the products (Mean=3.12, SD=1.423), nutritional information is an important consideration in purchasing dairy products (Mean=2.91, SD=1.396), purchase decisions are influenced by word of mouth (Mean=2.86, SD=1.464) and special offers like- free samples/trials of products (Mean=2.74, SD=1.405), behavior of suppliers, retailers, and booth agents encourages the customers to buy the product (Mean=2.73, SD=1.465), dairy brand offers you hygienic products (Mean=2.70, SD=1.541), brand packaging attracts you to purchase the products (Mean=2.68, SD=1.545), competition affects the choice of preferences (Mean=2.42, SD=1.261). It has been found that both family respondents prefer price, quality, location, celebrity endorsement, and Word of Mouth. All these factors are preferred by the respondents. Statistically, the results of the t-test display that there is a significant difference in the viewpoint of joint and nuclear family respondents towards the hygiene of the products ( $p=0.05$ ) and competition affects the choice of preferences ( $p=0.05$ ) at a 5% level of significance, hence the null hypothesis ( $H_{01}$ ) is rejected.

Table 4 shows the income wise analysis of the respondents' viewpoints regarding their preferences toward dairy brands. According to the viewpoint of the respondents, they prefer celebrity endorsement makes a push to buy the products (Mean=3.98, SD=1.038) followed by the behavior of suppliers, retailers, and booth agents encourages the customers to buy the product (Mean=3.56, SD=1.125), and brand packaging attracts you to purchase the products (Mean=3.54, SD=1.154), special offers like free samples/trials of products (Mean=3.53, SD=1.141), nutritional information is an important consideration in purchasing dairy products (Mean=3.49, SD=1.106), dairy brand offers you hygienic products (Mean=3.41, SD=1.194), quality of the dairy products (Mean=3.31, SD=0.986), competition affects the choice of preferences (Mean=3.27, SD=1.272), price is an important preference while buying the product (Mean=3.23, SD=1.103), dairy brand products are easily available at their location (Mean=3.12, SD=1.276), purchase decisions are influenced by word of mouth (Mean=2.89, SD=1.276). It has been found that in the case of income level people are more preferring towards the celebrity endorsement, behavior of the suppliers and retailers, brand packaging, special offers and nutritional information. Statistically, the results of the t-test display that there is a significant difference in the viewpoint of joint and nuclear family respondents towards

the brand packaging attracts you to purchase the products ( $p=0.01$ ) and price is an important preference for you to buy the product ( $p=0.03$ ) and competition affects the choice of preferences ( $p=0.02$ ) at a 5% level of significance, hence the null hypothesis ( $H_{01}$ ) is rejected.

## Conclusion

This present study carried out an analysis of the demographic perception of consumers towards dairy marketing practices. The gender wise viewpoint of males and females reveals that the majority of the consumers prefer the reasonable and affordable price of the product, followed by the quality of the product also they want the product should be easily available at their location and according to the viewpoints of marital status, both married and unmarried consumers preferring quality of the product followed by price and location of the product. On the other hand, according to the viewpoints of family-wise analysis, it has been found that most consumers prefer quality of the products followed by celebrity endorsement, location, and price of the products. In the case of income-wise analysis, it has been found that high-income level consumers prefer to buy the products only when brands use celebrity endorsement to push them for purchase. Middle- and lower-level income people prefer brand packaging followed by special offers because they want offers along with the product. Overall, it has been concluded that companies need to focus on purchasing as per the demographic segmentation of the products so that each customer will get the product as per their requirement and preference, and also marketers need to take consider the product innovations in the dairy market. In terms of priorities. So, this kind of study on consumer preference for dairy products should be repeated at various intervals to understand the changing pattern and fashion in taste and preference for quality attributes of dairy products to make changes in the dairy production system and the further processing technologies.

## Suggestions

Indian dairy brands should need to emphasize their increasing market prospects and areas of product development because, directly or indirectly, market prospects put an impact on customer preferences. It has been recommended that all local and branded dairy units need focus on their pricing strategies as per the demographic profiles of the customer so that every customer will get an accurate price for the product and also suggested that they should have to focus on the quality of the product because quality is the one preference that customer looks for and it will also directly affect the buying decision of the customers and enable the brands to increase their profits. They also recommended that dairy brands open more booths, shops, and plants for consumers to easily get the product anytime and from anywhere. Somewhat they also suggested starting

focusing on celebrity endorsement for high-income level consumers. These suggested points will help the marketer or dairy brands to come up with the best seller in the market.

### **Limitations and Future Scope of Study**

The limitation lies with the sample size as more or less the sample size would give wide-ranging results. The choice of selected location would bring a difference in the theoretical approach. This study is only limited to the demographic-based analysis of customer preferences, which might give different results. There is extensive scope for the researchers to conduct the study with more sample size, diverse location, and also with other brands of dairy. Future researchers can also analyze the impact of profitability on customer choices to get better and more accurate results.

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