

Cohort Buying Behavior For Milk Industry: A Focus At Rohtak Haryana

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ABSTRACT: *This research was done with special reference to VITA milk brand in Haryana. Consumer purchases milk from organised as well as unorganised sectors. There is a vast scope for milk companies to grow with it. For that a marketer should be well aware of the perception and the buying behaviour of the consumers. VITA is one of the most trusted brands in Haryana when it comes to buy milk products. Recently the company has come up with some good schemes for society members as well as good marginal profit for retailers but lacks in mass advertisement. To increase the sales of milk company must work on the quality and advertisement mostly. Through mass advertisement a greater number of consumers can be made aware about the product. Apart from this there should be beneficial schemes for the farmers and villagers who are working in the society to supply the milk regularly. During the study it was found that based on some factors the AMUL is the only competitor to VITA. This study can help VITA to recognise the scope of growth so that more market share can be grabbed.*

KEY WORD: *Buying Behaviour, perception, purchase decision, Simple Additive Method, Multicriteria Decision Making, Milk Industry, Vita Haryana*

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I. INTRODUCTION AND LITERATURE REVIEW

Haryana is one of the most progressive states of Republic of India. In the domain of dairy development, it is well known for its productive milch cattle particularly the 'Murrah' buffaloes and Haryana cows. The economy of the state is predominantly based on agriculture. People rear and breed cattle as a subsidiary occupation. The essence of various programmes launched in the state has been to adopt the Anand pattern of Milk Co-operatives. Under this system, all the functions of dairying like milk procurement, processing and marketing are controlled by the milk producers themselves. It has three tier system comprising milk producers societies at the village level, Milk Producers Co-operative Union at the district level and the state Milk Federation as an apex body at the State level.

The Haryana Dairy Development Co-operative Federation Ltd. registered under Haryana Co-operative Societies Act came into existence on April 1, 1977. Its authorized share capital is Rs.4000 lacs. It was established with the primary aim to promote economic interests of the milk producers of Haryana particularly those belonging to weaker sections of the village community by procuring and processing milk into milk products and marketing thereof by itself or through its unions. In furtherance of the above objects, the Federation undertakes a number of activities such as establishment of milk plants, marketing of VITA brand milk products of the Milk Unions. It also extends technical guidance to the Unions in all spheres of personnel, technical, marketing and financial management as well as makes them quality conscious, through use of modern methods of laboratory testing of various products.

As part of stringent quality measures, milk required for processing VITA products is procured from Dairy Cooperative Societies only. It is ensured that the milk is transported to chilling centres and plants in clean and sterilized milk cans as quickly as possible. All quality measures as per Standard of Bureau of Indian Standards/Agmark are being applied before the products are marketed. Well-equipped laboratories are functioning in the chilling centres and milk plants to maintain ideal quality standards. VITA is the endorsement of quality. The Haryana Dairy Development Corporation was formed in 1970 which continued active functioning till 31.03.1977. Thereafter its business was taken over by Haryana Dairy Development Cooperative Federation Limited to promote socio-economic interests of milk producers of Haryana State particularly belonging to economically weaker section thereof by purchase and processing milk into milk products and marketing through affiliated milk unions. Dairy Cooperatives in Haryana works as per the following three tier system: -



The office of the HDDCF is situated at Chandigarh which looks after the functioning of all six milk plants and chilling centres. At the top level there is board of directors to manage the activities of the federation. The board is headed by Chairman. Chairman of co-operative unions of different districts and registrar, co-operative societies, are members of Board of Directors. The chairman post is held by the person nominated by Haryana Govt. Managing Director is the head of the institution in the top executive position. The business of the plant is managed by General Manager subject to control and supervision of Managing Directors. HDDCF General Manager is all milk plants comes directly under the control of Managing Director. General Manager takes care of all the milk functional departments at the plant except the milk procurement department which is directly controlled by Head Office. *Source: <https://www.vitaindia.org.in/>*

II. LITERATURE REVIEWS

Manish Phuyal (2016) conducted a research in Panipat city of Haryana. This study was conducted to find out how packaged milk is positioned in consumers' mindset and what can be done to encourage its consumption. Data was collected using questionnaire and analyzed using, SPSS software. This study revealed that most of the consumers of packaged milk products are not satisfied with the products available in marketplace and majority of them consider the quality of the packaged milk product as the most important criterion for making purchase decisions. It was also found that when a consumer purchases milk product it is positively correlated with the perception of consumer in terms of health impact, offering and availability.

Riyaz Mohammed³² (2003) conducted a study on comparison of Aavin, Arokya and Sakthi milk with special reference to Coimbatore city. Aimed to understand the consumer preference of branded milk; expectation of consumers regarding the features of the branded milk; effective media for branded milk and impact of packing of the branded milk. Findings of the study revealed that the Aavin brand of milk preferred for its purity, quality and price but the advertisement campaign, home delivery, non-availability in retail outlets were the points of dissatisfaction when compared to the milk brands Arokya and Sakthi. These brands claimed that package of milk in polyethylene packs were safe, it was still found to be unhealthy.

1.2 Research Objectives

- To evaluate the factors influencing milk products.
- To study the Brand Preference on dairy products at Rohtak.
- To explore the Buying Behaviour of the fluid milk consumers.
- This will help to understand the perception of consumers towards VITA milk.

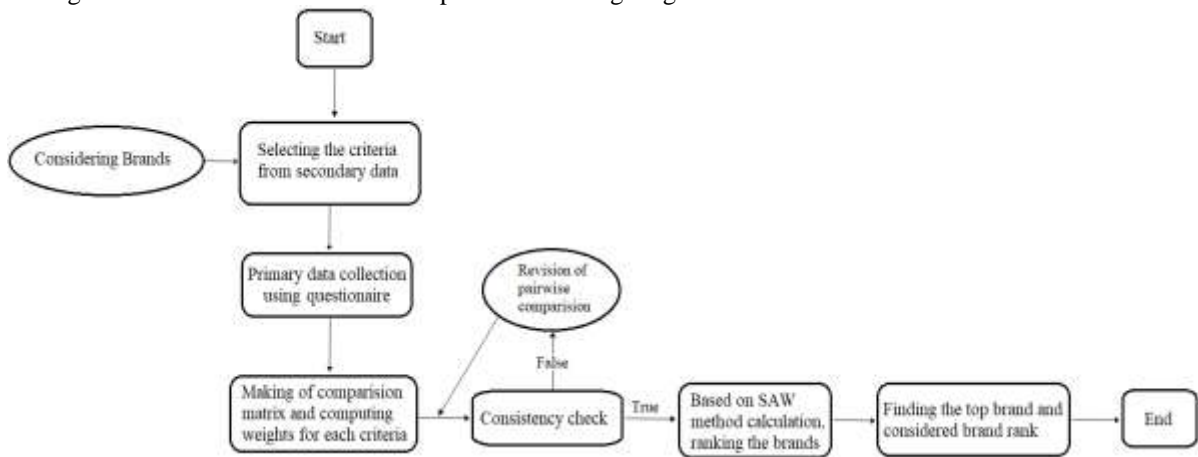
1.3 Research Methodology and Data Analysis

The Research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data. The focus of the study is to understand the factors influencing buying behavior of consumers while purchasing liquid milk in at different outlets in Rohtak city of Haryana. Therefore, it was decided to use such design, which fits into the pattern of this project. A structured questionnaire was used for the purpose of collecting the data. Respondents were covered from all around the city so that study will be representative of entire Rohtak city.

The sample size is an optimum size taken in the total population.

- 1) Sampling Method: The sampling method is Non-probability sampling under which convenience sampling technique were used.
- 2) Sample size: 100 Respondents were selected from rural and semi-rural areas of Rohtak city in Haryana state.

The algorithm for the research used is as per the following diagram:



1.3.2 Data Analysis

Data collected from the questionnaire is as follows-

Most Recalled Dairy Brands in Rohtak City

Brands	No. of Respondents	Percentage of Respondents
VITA	42	42
AMUL	41	41
Mother Dairy	5	5
Others	12	12
Total	100	100

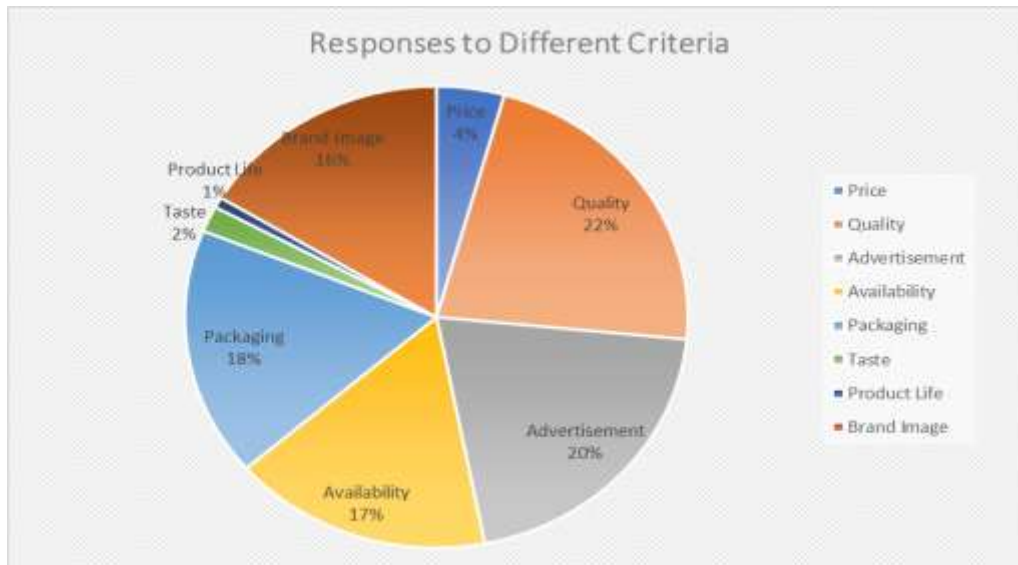
Scaling Values

Intensity of Importance	Definition
1	Not Important
2	Moderately Important
3	Strongly Important
4	Extremely Important

Analysis of ranking of attributes by respondents

Attributes	Rank				Total Score	Rank
	4	3	2	1		
Price (C1)	12	33	32	23	234	6
Quality (C2)	61	35	4	0	357	1
Advertisement(C3)	56	29	11	4	337	3
Availability (C3)	46	45	7	2	335	4
Packaging (C5)	48	27	18	7	316	5
Taste (C6)	5	29	28	38	201	7
Product Life (C7)	2	10	48	40	174	8
Brand Image (C8)	45	50	3	2	338	2

The pie chart below shows the extreme importance responses for different criteria for all the companies milk considered together.



This pie chart depicts the percentage of the criteria importance for buying the milk by various consumers.

The SAW method was applied to the collected data and stepwise calculation was done. First of all considering the extreme important responses for each criteria comparison matrix was made and to check whether the research is feasible or not, the consistency check was done. Where consistency ration was found to be 0.00310 which is less than 0.10 as required.

Decision matrix is formed after consistency ratio check:

	C1	C2	C3	C4	C5	C6	C7	C8
VITA	0.60	1.00	1.00	1.00	1.00	0.00	1.00	0.76
AMUL	1.00	1.00	0.96	0.89	0.86	1.00	1.00	1.00
Mother Dairy	0.20	0.12	0.17	0.11	0.14	0.00	0.00	0.00
Others	0.60	0.23	0.21	0.42	0.29	0.67	0.00	0.24

Now the simple additive weight was calculated for each alternative using the formula, $A_i = \sum w_j .x_{ij}$

Where x_{ij} is the score of the i th alternative with respect to the j th criteria, w_j is the weighted criteria.

Using the above formula, we get SAW for

VITA = 0.925402597,
 AMUL = 0.948972431,
 Mother Dairy = 0.110804,
 Others = 0.291177875

1.3 Findings and Interpretation

- The responses showed that the out of the 100 responses maximum responses are for the Haryana state milk federation brand i.e. VITA, then the AMUL, Others and Mother Dairy. Others category include brands like Madhusudan, Nova and Heritage and other local milk brands.
- The scaling of the importance shows that 'quality' is getting maximum score for the responses and advertisement, brand image and packaging. The pie chart above shows the pictorial representation of the criteria importance irrespective of the brands.
- Availability is a threat to the brand as during the survey it was found that the availability of VITA milk is more than the availability of any other milk. So, it becomes a necessity to reach out to those areas where the brands are still not available.

- SAW calculation based on these alternatives shows that the AMUL is most preferred brand for consumers, then comes VITA, others and Mother Dairy for buying milk.

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