



Journal Homepage: -[www.journalijar.com](http://www.journalijar.com)

## INTERNATIONAL JOURNAL OF ADVANCED RESEARCH (IJAR)

Article DOI:10.21474/IJAR01/19709  
DOI URL: <http://dx.doi.org/10.21474/IJAR01/19709>



### RESEARCH ARTICLE

#### CONSUMERS' BUYING BEHAVIOUR TOWARDS MILMA PRODUCTS IN KERALA

Vijayan P.K

Associate Professor and Research Scholar, Research and PG Department of Commerce and Management Studies,  
Sri. C Achutha Menon Government College (Research Centre of University of Calicut), Thrissur, Kerala.

#### Manuscript Info

##### Manuscript History

Received: 23 August 2024

Final Accepted: 25 September 2024

Published: October 2024

#### Abstract

Milk and Milk Product market of the state of Kerala is growing at fast and various national and global players are competing in the market to get the key share. From the inception itself the products of Milma are the most favoured products of the consumers in Kerala. However, the presence of Dairy Cooperatives from other state may affect the existing demand for their product. It aims to study the buying behaviour of the consumers of milk and milk products of Milma along with their awareness and attitude towards the product. This study is based on the descriptive study and statistical tools used are percentages, mean score and Mann Whitney U Test. Data is collected from 120 consumers of the product from Thrissur district, the centre of Kerala by convenience method. The variables taken for studying the buying behaviour are the reasons for buying, frequency of buying, source of buying, type of milk using, quantity of milk bought once etc. It suggests that consumers are more familiar with staple dairy products, while specialized items have lower awareness, potentially pointing to opportunities for targeted marketing. It finds the important attribute they feel favour the Mima products are quality, products of cooperatives, brand image, freshness and nearly available. The study is useful to the marketer while introducing marketing programs that they believe will influence the consumers.

Copyright, IJAR, 2024, All rights reserved.

#### Introduction:-

Milk has been considered as the perfect food for human beings and is accepted by all age groups among them. Grouped as body building food, milk is treated as a good source of protein, calcium, vitamins, minerals and fat. It plays a key role in infant feeding and alleviating nutritional poverty in all other age group (Uzunos and Akcay, 2012). With rising income and increased production, milk has become an important part of diet in some part of the world where people have not traditionally included in their diet (Wiley,2007). Besides, the level of per capita availability of milk has been considered as one the important indices to measure the socio-economic development and standard of living in many developing countries (Ohlan,2012).

According to the report of the world bank (2008) dairy sector of a country has a major impact on its public health, the long-term welfare of its society, on employment, family income, and even on the public infrastructure (Du et al.,2007). Furthermore, dairying plays a major role in the developing countries including India as it serves as a primary source of income and food for the majority of the rural poor (Ohlan,2012).

**Corresponding Author:- Vijayan P.K**

Address:- Associate Professor and Research Scholar, Research and PG Department of  
Commerce and Management Studies, Sri. C Achutha Menon Government College  
(Research Centre of University of Calicut), Thrissur, Kerala.

Milk is consumed as unpacked raw milk and pasteurised packaged milk. The fluid milk consumption pattern of consumers is entirely different from most of the other countries. For instance, Indians have strong preference for raw milk over pasteurised milk (Wiley,2011). But in the recent years, significant changes have taken place in the fluid milk consumption pattern of consumers in India. According the recent report by Abdulla (2014), food safety and traceability concerns are becoming of increasing importance to the Indian consumers and there has been a move towards more packaged milk option. This change is also visible among the consumers of Kerala.

In Indian dairy market, the informal sector still plays an important role as a supplier of good quality fresh milk. Among the formal organisation the dairy cooperatives are the major actors in term of market share and share in total milk procurement; cooperative and private sector share nearly half and half of the marketable milk surplus (Ohlan,2013b). The same picture is seen in the dairy market structure of Kerala. Even though, various players have presence in the Kerala milk market, the milk products marketed by the Kerala Cooperative Milk Marketing Federation under the brand “Milma” have significant share in the market. Recently, the Federation introduced various new varint of milk products in the Kerala dairy market. At the same time, in addition to the private players the cooperative federations from our neighbouring states have also entered in the Kerala market to capture the market.

### **Review of Literature:-**

Kaliji et al., (2019) conducted a study in Sari, Iran to investigate buyers’ preference and the factors that influence them in purchasing milk and milk products. The study revealed that yogurt, milk and cheddar had the most significant preference among dairy products, and the buyers preferred reduced-fat dairy products over full-fat products.

Shree et al., (2016) undertook a study to evaluate the customer inclination for different dairy products in Chennai. The findings revealed that practically all the respondent consumers favoured liquid milk and curds independent of their pay level. The nutritional value of the milk product was the chief significant factor for the inclination.

Mounika et al., (2020) studied on consumer purchasing behaviour, awareness and preference for A2 milk in Hyderabad, Telangana state. The study found that children in the family were significant buyers of A2 milk. Most of the consumers consumed A2 milk or one year and relied on house conveyance for their regular A2 milk procurement.

Babu and Hanzy (2021) inspected the different strategies and methods utilised by the institutions and their impact on consumer inclinations. The study observed that a more significant part of the buyers was draw to the brand’s taste, limits and advancements. The vast majority the purchasers gave significance to healthful substance and cost while getting the item’s brand.

Bhanu et al., (2017) attempted to study the customer preference for dairy products in Trivandrum, Kerala. The study found that Taste, Contentment, Quality, Accessibility, Low-cost ad Massiveness were some of the reasons for the customers’ preference of whole milk. The overall findings of the study exhibited that flavour of the products is the most important reason in the consumers preference for dairy products, followed by fulfilment, quality, accessibility, nutritional value, cheap cost and bulkiness. The study also found that almost all respondent consumers preferred liquid milk regardless on the income level.

Klaudia and Janka, (2015) conducted a study to know the consumers behaviour exhibited while purchasing the milk products. It revealed that in today’s cut throat and immersed market, knowing the consumers and his usage pattern, as well as perceiving and understanding factors that influence his decision-making, is very important in developing an appealing deal of the products, supporting administrations, correspondence means and other advertising instruments that would fit like a paste to the client’s needs.

Pallathadka et al., (2022) conducted a study to know about the perception of customers towards Dairy products and the reasons for preferring dairy products. The study found many benefits that the consumer can enjoy by consuming dairy products. According to consumers, there are benefits like good dental health, milk is good for the development of bones and makes them more robust for children and older people. Consumers are also concerned about the nutritional values attached to milk, and they also have an understanding and knowledge about the products and their usage.

Apoorva Srivastava (2021) focused on identifying and studying the habitual buying behaviour concerning dairy products in India. It was found that the young consumers are mainly influenced by the taste and brand of the dairy product and majority of times they buy dairy products of a particular brand. Consumer's buying behaviour or preferences also changes according to some people being lactose intolerance, requirement of specific dairy in their diet according to nutrients present in the products which is essential for human body. The study shows that maximum respondents prefer cow milk over buffalo milk or any other types of milk but equally in unpacked or packed form.

### Research Problem

In Kerala various players from organised and unorganised sectors are marketing milk and milk products under various brands. Products of leading Indian brands such as Amul, Mother Dairies, Nestle, Milky Mist etc have strong presence in the dairy market of Kerala. Recently, the Dairy cooperative federations from our neighbouring states have entered in our market. In order to maintain the existing market and to capture the new market it is essential for the KCMMF(Milma) to be aware about the attitude of the consumers about their products. The study focuses on the awareness and attitude of the consumers of milk and milk products marketed by the Milma from the district of Thrissur, Kerala.

### Objectives of the study:-

1. To study the level of awareness about the Milma milk and milk products among the consumers of Kerala.
2. To know the buying behaviour exhibited by the consumer while purchasing the milk and milk products.
3. To examine the attitude of consumers towards the Milma products.

### Data and Methodology:-

This descriptive study is primarily based on the data collected through sample survey among the consumers of milk and milk products of Milma from Thrissur District. The sample size of the study was arbitrarily fixed at 120 having participation of different demography and the sample respondents were selected by adopting convenient sampling technique. For the survey, semi-structured questionnaire was used. The collected primary data were analysed by using descriptive tools such as percentages, averages an inferential tool namely Mann-Whitney U Test.

### Results and Discussions:-

Analysis of data is made in four parts. First part is meant for discussing the demographic features of sample respondents, the second part deals with the awareness of the sample consumers about the Milma products, the third part discuss about the buying behaviour exhibited by the respondent consumers and the fourth parts shows attitude of the consumers towards the Milma products.

### Demographic features of the respondents

Table 1 provides an overview of the socio-economic characteristics of consumers of Milma milk and milk products. Out of 120 respondents, 70.8% are male, while 29.2% are female. The largest age group is those above 50 years (36.2%), followed by 31-50 years (27.6%) and 21-30 years (25.3%). In terms of education, 28.4% hold a graduate degree, and 25.2% have completed school. Marital status shows that 70.3% are married. Occupationally, 24.2% work in private jobs, with a notable portion being self-employed (19.3%) or in government jobs (17.8%). The monthly income distribution indicates that 25.3% earn between ₹25,000-₹50,000, while 21.6% earn below ₹25,000, with fewer respondents in higher income brackets. This demographic profile reflects a diverse consumer base in terms of age, occupation, and income levels.

**Table 1:-** Demographic Composition of Respondent Consumers of Milk and Milk Products of Milma.

	Variables	Categories	Number	Percentage		Variable	Categories	Number	Percentage
1	Gender	Male	85	70.8	5	Occupation	Private Job	29	24.2
		Female	35	29.2			Govt.Job	21	17.8
		Total	<b>120</b>	<b>100</b>			Self Employed	23	19.3
2	Age	Below 20	13	10.9			Professionals	11	8.9
		21-30	31	25.3			Home Maker	13	10.7
		31-50	33	27.6			Others	23	19.1

		Above 50	43	36.2			Total	<b>120</b>	<b>100</b>
		Total	<b>120</b>	<b>100</b>			Below 25000	26	21.6
3	Education	School	30	25.2	6	Monthly Income	25000-50000	30	25.3
		Graduation	34	28.4			50000-75000	27	22.7
		Diploma	21	17.8			75000-100000	22	17.9
		Professional	20	16.9			>100000	15	12.5
		Others	15	11.7			Total	<b>120</b>	<b>100</b>
		Total	<b>120</b>	<b>100</b>					
4	Marital Status	Married	84	70.3					
		Un Married	36	29.7					
		Total	<b>120</b>	<b>100</b>					

### Consumers' awareness about the Products

Table 2 shows the consumer awareness levels of Milma products highlights varying familiarity with different items. Products like milk, curd, and ghee have the highest awareness scores (mean scores of 4.78, 4.72, and 4.53, respectively), indicating strong familiarity among consumers. Lesser-known products include butter cookies, gulab jamun, and sweet lassi, with mean scores below 1.5, suggesting limited consumer awareness or market penetration for these items. Mid-level awareness is observed for products such as sambaram and butter. Overall, this pattern suggests that consumers are more familiar with staple dairy products, while specialized items have lower awareness, potentially pointing to opportunities for targeted marketing.

**Table 2:-**Level of Awareness the Consumers about the Milma Products.

Varieties of Products	Mean Score	Std Deviation	Varieties of Products	Mean Score	Std Deviation
Milk	4.78	0.83	Kattimoru	2.82	0.84
Curd	4.72	0.93	Cheese	2.73	0.81
Ghee	4.53	0.87	Paneer	2.21	0.78
Sambaram	3.21	0.95	Palada Mix	1.81	0.85
Butter	3.12	0.88	Choco Bar	1.52	0.82
Yogurt	3.08	0.79	Sweet Lassi	1.4	0.87
Peda	3.02	1.01	Butter Cookies	1.35	0.69
Ice Cream	2.93	1.02	Gulab Jamun	1.28	0.78

### Awareness about the contents of the milk

Table 3 exhibits that consumers are most aware of the quantity and price, which have the highest mean scores of 4.35 and 4.28, respectively, indicating these aspects are top priorities while selecting milk. Awareness of the expiry date ranks third, with a mean score of 3.85, suggesting moderate attention to freshness. Attributes like fat level, SNF (Solid-Not-Fat) level, and preservation methods have lower awareness scores, with preservation methods scoring the lowest (2.48). This pattern suggests consumers focus more on basic factors like quantity and cost but have limited awareness of detailed nutritional and preservation information, signalling potential areas for education.

**Table 3:-** Level of awareness about the contents of the milk.

Variables	Mean Score	Std Deviation	Rank
Quantity	4.35	0.95	I
Price	4.28	0.93	II
Expiry Date	3.85	0.88	III
Fat Level	3.27	1.02	IV
SNF Level	2.52	0.78	V
Preservation Method	2.48	1.01	VI

### Buying Behaviour of the consumers

Table 4 reveals that the major reason for buying Milma products is the easy availability (37.2%) followed by the quality of the product (27.1%). The major source of buying the product is retail shops (36.8%) followed by bakeries (30.9%). The commonly preferred type of milk is Pride (42.1%) followed by Prime (32.7%). Majority of the consumers bought half litre milk at a time (41.7%) and 38.3% of consumers bought one litre of milk at a time. Most of the consumers purchased milk every day (48.3%), at the same time 31.7% of the consumers purchased it alternatively. Vast majority of the consumers bought milk for the purpose of making tea or coffee (64.8%) and only 10.2% use milk as a drink. Most of the consumers are using Milma products for more than five years and the most preferred time for purchasing the milk is in both morning and evening.

**Table 4:-** Buying Behaviour of Consumers.

Variables	Categories	% Frequency	Variables	Categories	% Frequency	
Reasons for using Milma Products	Easy Availability	37.2	Quantity of Milk Consumed per day	Half Liter	41.7	
	Quality	27.1		One Liter	38.3	
	Moderate Price	19.3		2 to 3 Liter	9.6	
	Liked by All	16.4		4 to 5 Liter	6.3	
Source of Buying	Retail Shops	36.8		Frequency of Buying Milk	6 or more	4.1
	Milma Booth	5.6			Every day	48.3
	Super markets	26.7	Alternative day		31.7	
	Bakery	30.9	Once in week		6.4	
Types of Milk favoured by the consumers	Pride	42.1	Years of Consuming Milma Products		Fortnightly	3.3
	Prime	32.7			When needed	10.3
	Rich	13.4		Less than 1 Year	5.8	
	Smart	8.3		1 to 2 years	21.2	
	Long life	3.5		2 to 5 years	26.7	
Purpose of Buying Milk	make Tea/Coffee	64.8		More than 5 years	46.3	
	As a Drink	10.2	Favoured Buying Time		Morning	26.4
	Prepare Curd	3.7			Evening	20.7
	Prepare Sweets	1.2		Both	52.9	
	For All the Above	20.1				

### Consumers' attitude towards Milma Products

Table 5 highlights the consumers' attitude towards the Milma products regarding various attributes. The most important attribute the consumers feel favour to Milma product is good quality (Mean Score 3.98). The other important attributes which influence the consumers in favouring the Milma products are Cooperatives' product (3.89 mean score), Brand Image (3.77 mean score), Freshness (3.67 mean score) and nearly available (3.62). Advertisement have limited influence on the consumers' purchasing decision.

**Table 5:-** Attitude towards Milma Products.

Variables	Mean Score	Rank
Nearly Available	3.62	V
Advertisement	2.56	VII
Reasonably Priced	3.02	VI
Good Quality	3.98	I
Brand Image	3.77	III
Freshness	3.67	IV
Products of Co-operatives	3.89	II

**Conclusion:-**

The buying behaviour exhibited by a consumer while purchasing a product depends on the awareness of the consumer about the product and the attitude they developed about the product. This study is conducted for the purpose of knowing the buying behaviour of the consumers of Milma product with their awareness level and attitude about the products. The consumers of the Milma products are aware about the important products such as milk, curd and ghee marketed by Milma and the level of awareness about other products are limited. They are also aware about the main contents of the milk such as price, quantity and expiry date and they have a limited awareness about the fat and SNF content of the milk. Easy availability is the major reason for buying Milma product and the major source of buying the product is retail shops. Most of the consumers bought milk for making tea/coffee and majority of them buys it every day. Good quality, the product of cooperative's, brand image, freshness and nearly available are equally important among the consumers in respect of their attitude towards the products of Milma. By using these results, the marketing managers of the federation can take proper measures to capture the major share of the market.

**References:-**

1. Abdull. H (2014).” Dairy in India: How to win over the Indian consumers” <https://www.just-food.com/management - briefing/howto win overthe Indian consumer, id127988.aspx> (accessed 22 August 2015)
2. Du, L., Liu, F. and Huo, G. (2007), “World dairy sector: a bright future promised”. Trends in Food Science &Technology, 11(18):579 - 581.
3. Mounika. V., Kumar. B., Seema. & Supriya. K. (2020). “Study on Consumer Buying) Behaviour, Awareness and Preference for A2 Milkin Hyderabad, India”. Asian Journal of Agricultural Extension, Economics & Sociology, 38(9): 21-29.
4. Kaliji. S., Mojaverian. S., Alinejad. H., &Canavari. M. (2019). “Factors Affecting Consumers' Dairy ProductsPreferences”. Agris On-Line Papers in Economics and Informatics,11(2): 3-11.
5. Ohlan, R. (2012a), “Global competitiveness in dairy sector”, Agricultural Situation in India, 59(5):215- 223.
6. Ohlan, R (2013b). “Efficiency and total factor productivity growth in Indian Dairy Sector”, Quarterly Journal of International Agriculture, 52(1): pp. 51- 77.
7. Selvakumar and Kumaravelu. N (2016), “Consumer Preferences for Various Dairy Products in Chennai Metro City, Tamil Nadu,” Advances in Life Sciences,5(23): 11016-11019.
8. Kurajdova. K and Petrovicova. J.T. (2015). “Literature Review on FactorsInfluencing Milk Purchase Behaviour,” International Review of Management and Marketing, 5(1): 9-25.
9. Bhavya Bhanu. P.V, Saravana Pandian. A.S, Vinothini. P, and Mathanghi. S.K (2017), “Analysing the Consumer Preference for Dairy Products in Trivandrum City, India,” International Journal of Science, Environment and Technology, 6(1): 650 – 654.
10. Babu. V. A, Hanzy. V.S (2021), "A Study on the Consumer Buying Preferences with reference to Dairy Food Sector," DogoRangsang Research Journal, 11(06): 121-126.
11. Pallathadka. L.K, Pallathadka. H and Devi. M.S (2022).“Consumer Perception Towards Dairy Products in India- An Empirical Study”.Integrated Journal for Research in Arts and Humanities, 2(5):175-181,<https://doi.org/10.55544/ijrah.2.5.27>.
12. Srivastava. A, Das. S and Giri. U (2021). “A study on consumer's buying behaviour towards dairy products in India”. International Journal of Research in Marketing Management and Sales,3(1): 55-62.
13. Uzunos M and Akcay, Y (2012), “A case study of probit model analysis of factors affecting consumption of packed and unpacked milk in Turkey”. Economics Research International, 2012(1): 1 - 8.
14. Wiley, A.S. (2007) “The Globalisation of cow’s milk production and consumption: Biocultural perspectives”, Ecology of Food and Nutrition, 46(3):281 312.
15. Wiley, A. S. (2011),” Milk for Growth: Global and local meaning of milk consumption in China, India and United States”. Food and Foodways: Explorations in the History and Culture of Human Nourishment, 19(12):11 33.