



A Study On Consumer Behavior Towards Dairy Products Of Shreeja Mahila Milk Producer Company Ltd ,Tirupati

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Abstract –

This study analyzes consumer buying behaviour towards milk and dairy products of Shreeja Mahila Dairy Producer Company, a women-led cooperative empowering rural women. It examines factors influencing purchase decisions such as product quality, price, taste, availability, and brand image. Using descriptive research and data from 110 customers, the study reveals that milk is the most preferred product, with quality and taste being key factors. Customer satisfaction is high, and many consider Shreeja's products better than competitors. Findings suggest improvements in packaging, variety, and pricing. The insights aim to help Shreeja enhance marketing strategies and promote sustainable growth and women's empowerment.

Keywords: product quality, brand image ,customer satisfaction, packaging

Introduction

Consumer buying behaviour involves the process and actions of selecting, purchasing, using, and disposing of products. It is influenced by cultural, social, personal, psychological, and economic factors. Understanding it helps organizations design better products, pricing, distribution, and promotions. In the dairy sector, this is crucial to meet consumer expectations and remain competitive.

Shreeja Mahila Dairy Producer Company is a women-led cooperative empowering rural women through dairy farming. It supports livelihoods while supplying quality milk and dairy products. Studying consumer perception, preference, and purchase behaviour helps improve marketing, product offerings, and customer satisfaction, promoting sustainable growth and women's empowerment .Customer purchase intention refers to an individual's plan to buy a specific brand after evaluating alternatives. Brand attitude strongly influences purchase intention, as does the consumer's consideration of other brands in the market. Understanding these intentions helps predict consumer choices and shape effective marketing strategies.

COMPANY PROFILE:

Shreeja Mahila Dairy Producer Company, founded in 2014 in Tirupati, India, is a women-owned cooperative empowering rural women through dairy farming. From 27 members, it has grown to over 1,09,000, supplying 5.5 lakh kg of milk daily. The company focuses on increasing productivity, reducing costs, and placing women in key roles across operations. Shreeja uses digital technology, policy-based governance, and feedback systems to ensure quality and transparency. As an NDDB partner under the National Dairy Plan, it provides integrated animal productivity services and modern milk infrastructure while promoting sustainable growth and women's empowerment.

REVIEW OF LITERATURE

Michael R. Solomon (2020): Solomon's book offers a detailed examination of consumer behaviour, integrating psychological, sociological, and cultural aspects. It provides insights into the complex decision-making processes of consumers in the U.S. and other markets

Gilly, Mary C., and John L. Graham (2014): This research article investigates consumer behaviour across different countries, highlighting cultural differences and similarities in purchasing patterns. It emphasizes the importance of understanding local consumer behaviour for international marketing strategies.

Hundal (2001): in his study titled, "Consumer Behaviour in Rural Market: A Study of Durables", investigated the role of family members in purchase decisions of durables such as fridge, TV, air-coolers and washing machines. His findings projected that product selecting decisions in rural families were mostly made by spouses together but they were highly influenced by children.

NEED FOR THE STUDY

The dairy industry is highly competitive, with several national and regional brands offering similar products. Understanding consumer behavior is essential for companies to retain customers and increase market share. Shreeja Mahila Milk Producer Company Ltd., being a women-led producer organization, needs continuous feedback from consumers to strengthen its market position. This study is needed to analyze consumer preferences, buying patterns, and satisfaction levels towards Shreeja dairy products.

SCOPE OF THE STUDY

The scope of the study is limited to consumers of dairy products of Shreeja Mahila Milk Producer Company Ltd. The study focuses on consumer perception regarding quality, price, taste, packaging, availability, and brand image.

OBJECTIVES OF THE STUDY

1. To analyze consumer preferences for Shreeja Dairy products.
2. To study the buying patterns of consumers, including frequency, quantity, and choice of dairy products.
3. To assess consumer satisfaction regarding the products and services offered by the company.
4. To identify factors influencing purchase decisions and provide suggestions for improving marketing strategies.

RESEARCH METHODOLOGY:**Descriptive research**

Sample size: A total of 110 customers were chosen for the study.

Sampling technique: A simple random sampling method.

DATA COLLECTION METHOD:

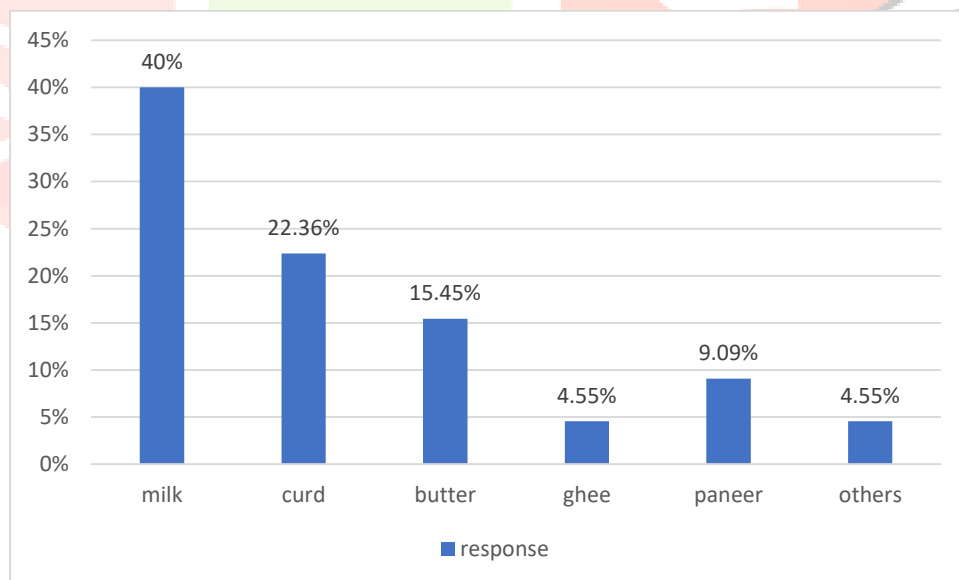
Primary Data : Questionnaires.

Secondary Data : Company website, published articles and journals.

Data analysis : Percentage and graphical analysis.

DATA ANALYSIS AND INTERPRETATION:**Table 4.1****Shreeja dairy products purchased by customers**

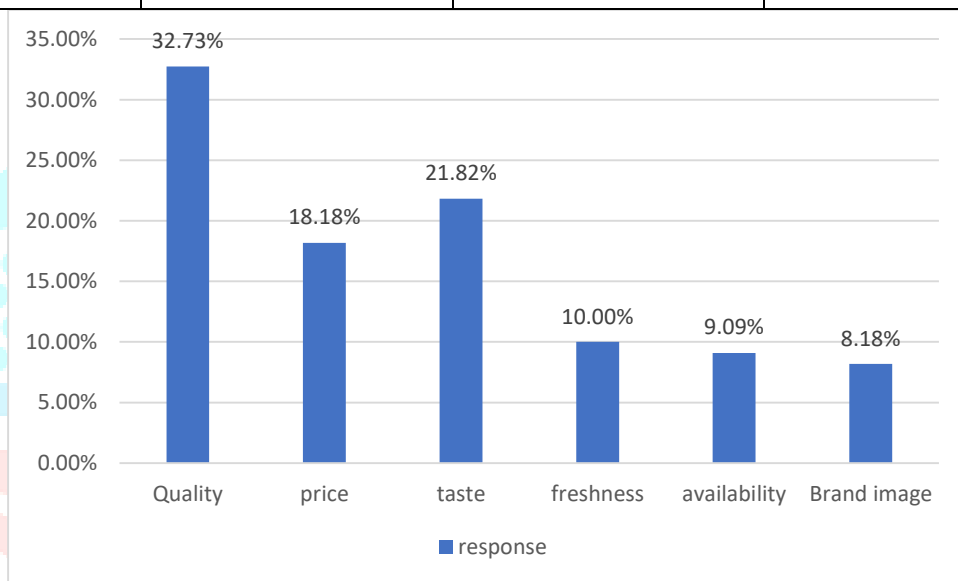
S.no	products	Response	percentage
1	milk	44	40.00%
2	curd	29	22.36%
3	butter	17	15.45%
4	ghee	5	4.55%
5	paneer	10	9.09%
6	others	5	4.55%
Total		110	100%

**Interpretation**

The graph shows that 40% of the customers purchase milk from shreeja dairy products, 22.36% is curd, 15.45% are butter, 4.55% are ghee, 9.09% are paneer and 4.55% are others

Table 4.2**Factors influence purchase decision shreeja dairy products**

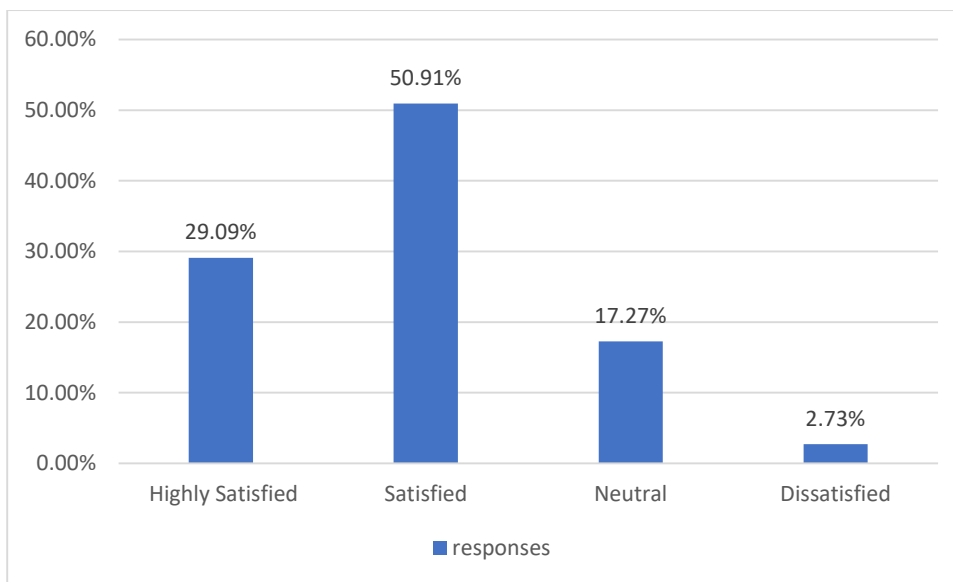
S.no	factor	response	percentage
1	Quality	36	32.73%
2	price	20	18.18%
3	taste	24	21.82%
4	freshness	11	10.00%
5	availability	10	9.09%
6	Brand image	9	8.18%
Total		110	100%

**INTERPRETATION:**

The graph shows that 32.73% of customers purchase shreeja dairy products for quality, 18.18% are price, 21.82% are taste, 10.00% are freshness, 9.09% are availability and 8.18% are brand image.

Table: - 4.3**Satisfaction level of customers with Shreeja dairy products**

S.NO	Satisfaction level	responses	percentages
1	Highly Satisfied	32	29.09%
2	Satisfied	56	50.91%
3	Neutral	19	17.27%
4	Dissatisfied	3	2.73%
Total		110	100%



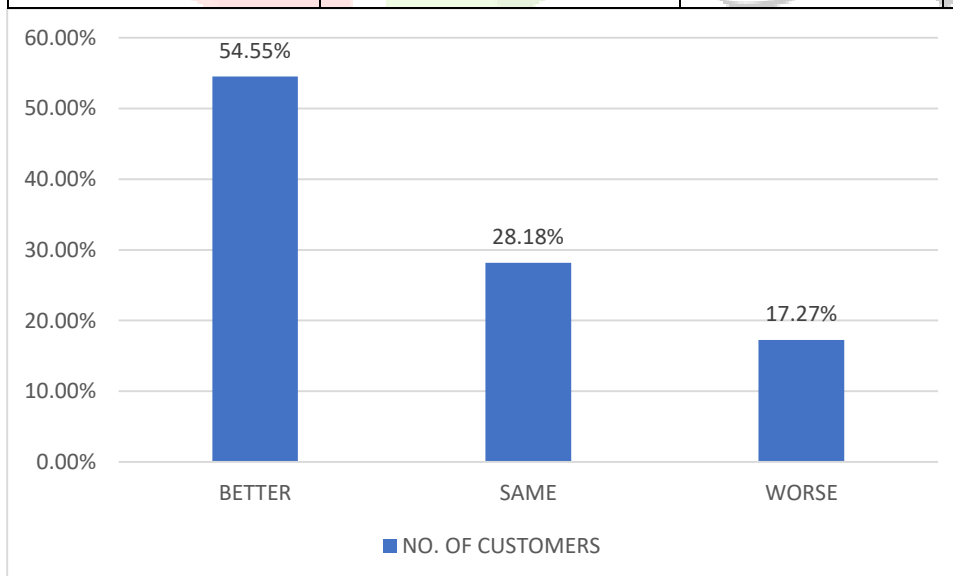
INTERPRETATION:

The graph shows that 29.09% of consumers are highly satisfied, 50.91% are satisfied, 17.27% are neutral and 2.73% are dissatisfied.

Table 4.4

Compared to other shreeja dairy brands & Products

S.NO	COMPARISON RESPONSES	NO. OF CUSTOMERS	PERCENTAGES
1	BETTER	60	54.55%
2	SAME	31	28.18%
3	WORSE	19	17.27%
TOTAL		110	100%

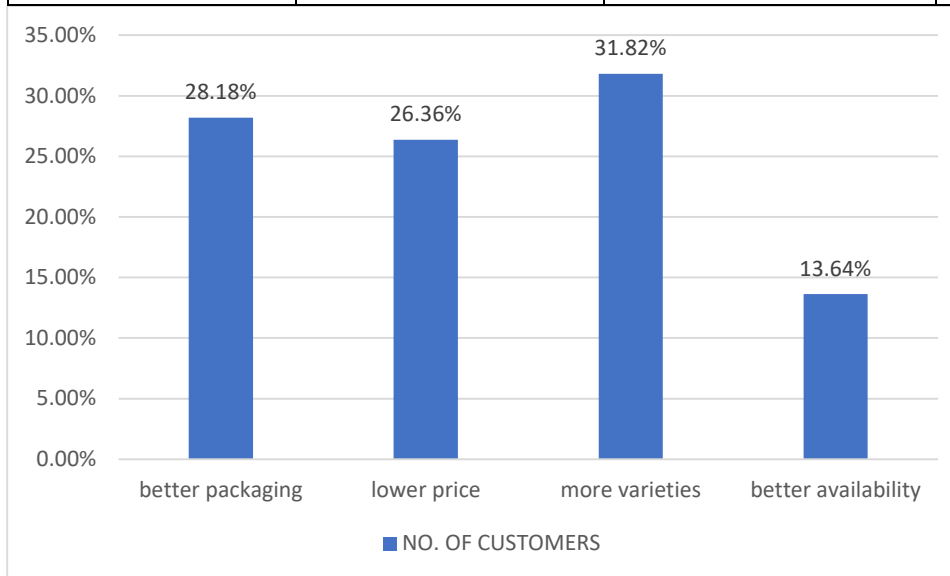


INTERPRETATION:

54.55% of customers feel the shreeja dairy products are better compared to other dairy brands, 28.18% are same and 17.27% are worse.

Table 4.5**Expected improvements for Shreeja dairy products**

S.NO	EXPECTED IMPROVEMENT	NO. CUSTOMERS	OF PERCENTAGES
1	better packaging	31	28.18%
2	lower price	29	26.36%
3	more varieties	35	31.82%
4	better availability	15	13.64%
TOTAL		110	100%

**INTERPRETATION:**

28.18% of consumers expect better packaging, 26.36% are lower price, 31.82% are more varieties and 13.64% are better availability.

FINDINGS

- 40% customers prefer milk, 22.36% curd and 15.45% butter, 4.55% ghee and other products
- 32.73% quality, 18.18% price and 21.82% taste are major factors influencing purchase decisions for shreeja products
- 80% customers are satisfied and with shreeja products
- 54.55% of customers felt Shreeja dairy products are better compared to other dairy brands, while 28.18% feel they are the same and 17.27% think they are worse
- Customers want improvement that 31.82% customers expect more product varieties, 28.18% for better packaging and 26.36% for reasonable price.

SUGGESTIONS

- Use stronger and eco-friendly materials.
- Provide loyalty offers for regular customers.
- Provide clear labelling instructions such as nutritional value, expiry date, storage instructions etc.

- Increase social media and local advertising for increasing sales.
- Introduce attractive and modern packaging.

CONCLUSION

The study shows that Shreeja Dairy Products have good awareness and positive customer perception in the market. Most consumers purchase the products regularly and are satisfied with the quality, price, and availability. Milk is the most preferred product among customers, and quality plays a major role in influencing purchase decisions

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