Consumer behaviour and perception towards selected dairy products in selected cities of Gujarat

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1. ABSTRACT
In India, rural household consume almost 50 percent of total milk production. The remaining 50 percent is sold in the domestic market. Of the share of milk sold in the domestic market, almost 50 percent is consumed in fluid form, 35 percent is consumed as traditional products like cheese, yoghurt and milk based sweets and the rest 15 percent is consumed in the form of butter, ghee, milk powder and other processed dairy products like baby foods, ice cream, whey powder, casein, milk albumin, etc.

According to Indian Dairy Industry Analysis, India is the world’s largest milk producer, accounting for around 17% of the global milk production. The study was done in selected cities Gujarat with the objective to study the problems that consumer face when they make the dairy products like dahi at home.

The study will facilitate the marketing of dairy products by creating awareness about the practices in dairy amongst consumers and also will help to understand the difference in taste and perception which varied from state to state.

Keywords: Making Curd, Household Practices of making Dahi, Consumer Perception

2. INTRODUCTION
India ranks first in the world milk production, which went up from 17 million tonnes in 1950-51 to 140 million tonnes in 2013-14. The per capita availability of milk has also increased from 112 grams per day in 1968-69 to 290 grams in 2011-12.

The Indian dairy sector acquired substantial growth momentum from the Ninth Plan onwards achieving an annual output of 121.84 million tones milk during 2010-11. This represents sustained growth in the availability of milk and milk products for growing population of the country.

The average per capita availability of milk is 290 gm/day in India in 2012-13

In India, dairying has been practiced as a rural cottage industry since the remote past. Semi-commercial dairying started with the establishment of military dairy farms and co-operative milk unions throughout the country towards the end of the nineteenth century.

3. MATERIALS AND METHODS
The study was conducted through survey in the assigned areas through direct interview with consumers with the help of structured questionnaire. Primary as well as Secondary data were used to meet the objective of the study. Primary data were collected from consumers that make curd at home. Secondary data were collected from magazines, books and from websites.
Research Design

Sampling Method

The sampling method is Non-probability sampling under which convenience sampling technique were used.

Sampling Unit

Any Individual above who makes dahi, for end consumption were interviewed from selected cities of Gujarat and data were collected from them.

Sample size

125 Respondents were selected from Ahmedabad, Anand and Vadodara cities of Gujarat

Research Instrument:

Considering the nature of study as well as the obtaining correct information from the respondents, it was decided to collect information through structured questionnaire prepared with the help of subject literature and research reports which can be modified as per requirement.

LIMITATIONS OF THE STUDY:

- Respondents may give biased or false information than the actual data.
- Selected sample may not represent actual population.

4. RESULTS AND DISCUSSION

Fig 4.1 Number of family Members

It was found that out of 200 respondents, 62% were having 3 to 5 members in the family.

Fig 4.2 Education of Respondents

During the survey it was found that 75% of the respondents were having education atleast upto graduation.
During the survey it was found that $4/7$th of the Respondents were having income between the range of 2.51 lakh to 5 lakh.

During the survey it was found that 49% of the respondents made curd at home only, 30% of the respondents consumed purchased curd from shop.

During the survey, it was found that majority respondents agree that homemade products are less expensive.

Through survey it was found that the responses of majority of respondents were neutral about the contamination in homemade dairy products.
It was found through survey that most of the respondents disagreed to the fact that packaged dairy products are not good for health.

During the survey, it was found that majority of the respondents disagreed that packaged dairy products are difficult to digest.

It was found that majority respondents believed that packaged dairy products are consistent in taste.
Table 4.1 Spearman correlation for perception

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<th>unhealthy</th>
<th>digestion</th>
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**Correlation is significant at the 0.01 level (2-tailed)**

*Correlation is significant at the 0.05 level (2-tailed)
Interpretations:
a) A spearman’s rank order correlation was run to determine the relationship between perception about cost & contamination ($r_s=0.305$, $p=0.000$), perception about unhealthy & difficult to digest ($r_s=0.549$, $p=0.000$), perception about unhealthy & freshness ($r_s=0.398$, $p=0.000$), perception about difficulty to digest and freshness ($r_s=0.318$, $p=0.000$). Thus, we conclude that there is a moderate positive correlation which is statistically of very high significance at 0.01 level of significance.
b) A spearman’s rank order correlation was run to determine the relationship between perception about cost & freshness ($r_s=-0.261$, $p=0.000$), perception about unhealthy & consistency ($r_s=-0.293$, $p=0.000$), perception about difficult to digest & consistency ($r_s=-0.260$, $p=0.000$), perception about consistency & freshness ($r_s=-0.246$, $p=0.000$). Thus, we conclude that there is a moderate negative correlation which is statistically of very high significance at 0.01 level of significance.
c) A spearman’s rank order correlation was run to determine the relationship between perception about contamination and perception about unhealthy ($r_s=-0.145$, $p=0.040$), perception about contamination & freshness ($r_s=-0.144$, $p=0.042$). Thus, we conclude that there is a weak negative correlation which is statistically of high significance at 0.05 level of significance.

CONCLUSION
The survey revealed about the perception of packaged dahi and homemade dahi amongst respondents based on various parameters like cost, health, consistency, convenience, storage time, etc.

It was revealed that the customers were realising the difference in homemade and purchased dahi and other dairy products but they did not know the reason for this quality difference was due to improper practices.

REFERENCES
• www.indiandairy.co.in accessed on 17-05-2014.