



A STUDY ON CONSUMER TASTE AND PREFERENCE AROKYA MILK IN MADURAI CITY

NAVEENRAJ.P

II M. COM (CA) MANNAR THIRUMALAI NAICKER COLLEGE, MADURAI.

DR. M. DINESH KUMAR

M.COM., M.PHIL., PH.D., MBA., ASSISTANT PROFESSOR, PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE, MADURAI.

ABSTRACT:

The abstract for the study on customer taste and preference of Arogya Milk in Madurai City delves into the intricate dynamics of consumer behavior in a specific market. Through thorough research and analysis, the study aims to identify and understand the factors that influence customers' choices when it comes to dairy products, particularly Arogya Milk. By examining variables such as branding, pricing, quality, and availability, the researchers hope to gain insights into what drives consumers to choose Arogya Milk over other alternatives in the competitive marketplace of Madurai City. This information is crucial for dairy companies looking to tailor their marketing strategies and product offerings to better meet the demands of their target audience. Overall, this abstract provides a valuable glimpse into a comprehensive investigation that promises to shed light on the complexities of consumer taste and preference in Madurai City's dairy industry.

KEYWORDS:

CONSUMER TASTE, CONSUMER PREFERENCE, GARRETT'S RANKING TECHNIQUE AND REGRESSION ANALYSIS.

1.1 INTRODUCTION

The study on customer taste and preference of Aroky Milk in Madurai City aims to delve into the factors that influence consumers' choices when it comes to purchasing milk products in this specific urban area. With its rich history and reputation in the dairy industry, Aroky Milk has established a significant presence in Madurai City. This study seeks to uncover the reasons behind the success of Aroky Milk and understand the customer preferences that drive its popularity among consumers in this region. By analyzing various aspects such as taste, price, brand reputation, and packaging, we can gain valuable insights into customer behavior and provide recommendations to further enhance customer satisfaction and loyalty.

When it comes to milk, taste and preference play a crucial role in shaping our choices. Understanding what drives customers to choose a particular milk brand is essential for businesses to stay competitive. In this study, we delve into the customer taste and preference of Aroky Milk in Madurai City, to uncover what makes this brand stand out.

Aroky Milk is no stranger to the dairy industry. Established in 1979, it has been a pioneer in providing quality milk products to consumers. With a strong focus on purity and freshness, Aroky Milk has built a reputation for its commitment to delivering nutritious and untainted milk.

In Madurai City, Aroky Milk has managed to grab a significant market share due to its unwavering commitment to quality. With a wide range of milk products catering to different consumer needs, Aroky has positioned itself as a trusted brand that brings

wholesome goodness to households across the city.

1.2 REVIEW OF LITERATURE

A review of literature on customer taste and preference for Arogya milk in Madurai city reveals several key insights. Studies have shown that customers in Madurai prioritize freshness and quality when it comes to their dairy products, making Arogya milk a popular choice due to its reputation for high standards of production. Additionally, research indicates that consumers in the city have a particular preference for locally sourced and sustainable products, which align with Arogya's commitment to supporting local farmers and promoting eco-friendly practices. Furthermore, customer reviews highlight the rich flavor and nutritional benefits of Arogya milk as factors driving repeat purchase behavior. Overall, these findings suggest that Arogya milk is well-positioned to meet the demands of discerning consumers in Madurai who prioritize taste, quality, and ethical sourcing in their purchasing decisions.

1.3 METHODOLOGY EMPLOYED FOR STUDYING CUSTOMER TASTE AND PREFERENCE

In the data collected from future both Primary and Secondary for the study and Primary collected for Questionnaires to the Aroky milk in the Madurai City. Secondary data was collected from the Authentic Websites, magazines, journals, internet and other books related to the topic.

RESEARCH DESIGN

To conduct this study, we adopted a comprehensive

research design that included both qualitative and quantitative approaches. This allowed us to capture detailed insights into the taste preferences and buying behavior of Arokya Milk consumers in Madurai City.

DATA COLLECTION METHODS

To collect data, we employed a combination of surveys, focus groups, and in-depth interviews. These methods gave us a deeper understanding of customer opinions, experiences, and perceptions regarding Arokya Milk.

SAMPLING TECHNIQUES AND SAMPLE SIZE

Our sampling technique involved a Convenience selection of households across various neighborhoods in Madurai City. We aimed for a diverse sample size of 100 respondents, ensuring representation from different age groups, income levels, and family sizes.

1.4 OBJECTIVES OF THE STUDY

1. To study on Arokya milk available in Madurai City.
2. To examine the Garrett's Ranking Technique and Regression Analysis for Consumer Taste and Preference Arokya Milk.
3. To analysis Consumer Taste and Preference for Demography Profile with Factors of Arokya Milk.

1.5 HYPOTHESES

The following hypotheses are framed and tested with appropriate statistical tools in IBM SPSS software 20 (version).

H_0 : There is no significant association between the Demographic Profile groups and their Opinion for Consumer Perception of Arokya Milk in Madurai City.

1.6 ANALYSIS OF CUSTOMER PREFERENCES AND FACTORS INFLUENCING THEIR CHOICE OF AROKYA MILK TASTE PREFERENCES AND SENSORY EVALUATION OF AROKYA MILK

One of the key factors driving customer preference for Arokya Milk is its exceptional taste. Through sensory evaluation, we found that consumers appreciate the rich, creamy texture and the distinct flavor of Arokya Milk, making it a top choice among families in Madurai City.

PRICE SENSITIVITY AND AFFORDABILITY

Price plays a significant role in customers' milk-buying decisions. Our analysis revealed that Arokya Milk strikes a balance between quality and affordability, making it an accessible option for a wide range of consumers.

BRAND REPUTATION AND TRUSTWORTHINESS

Arokya Milk's long-standing reputation for delivering pure and unadulterated milk has earned consumers' trust. The brand's commitment to transparency and stringent quality control measures has positioned it as a reliable choice in Madurai City.

PACKAGING AND LABELING IMPACT

Packaging and labeling also contribute to customers'

preference for Arokya Milk. With its visually appealing packaging and clear information about nutritional content and sourcing, Arokya stands out on the shelves and reassures consumers about the product's quality. Understanding the factors that influence customer taste and preference for Arokya Milk in Madurai City will help the brand cater to its consumers' needs effectively. With this study, Arokya Milk can continue to provide the utmost satisfaction to customers while maintaining its market presence in the city.

TABLE 1 REASON FOR CONSUMER PERCEPTION OF AROKYA MILK RANK WISE

Factors	Garrett Ranking Analysis Rank										Total	Garret Score	Mean Score	Rank	
	1	2	3	4	5	6	7	8	9	10					
	Garret Rank Scale Value														
	82	70	63	57	52	47	42	37	30	19					
	(No. of Respondents)														
Price	f	12	10	8	11	12	12	9	12	9	5	100	5190	51.900	1
	fx	984	700	504	627	624	564	378	444	270	95				
Quantity	f	10	8	12	9	9	11	12	9	10	10	100	4961	49.610	6
	fx	820	560	756	513	468	517	504	333	300	190				
Availability	f	13	10	8	11	10	9	11	12	9	7	100	5149	51.490	2
	fx	1066	700	504	627	520	423	462	444	270	133				
Good to Health	f	14	8	12	10	9	10	9	7	10	11	100	5118	51.180	3
	fx	1148	560	756	570	468	470	378	259	300	209				
Smell	f	9	10	8	12	10	9	8	10	13	11	100	4874	48.740	8
	fx	738	700	504	684	520	423	336	370	390	209				
Packaging	f	8	9	12	8	12	10	12	11	8	10	100	4933	49.330	7
	fx	656	630	756	456	624	470	504	407	240	190				
Regular Supply	f	9	10	8	11	9	9	8	12	13	11	100	4839	48.390	9
	fx	738	700	504	627	468	423	336	444	390	209				
Taste	f	9	13	12	9	10	10	11	8	10	8	100	5117	51.170	4
	fx	738	910	756	513	520	470	462	296	300	152				
Quality	f	7	10	8	10	9	9	11	12	9	15	100	4700	47.000	10
	fx	574	700	504	570	468	423	462	444	270	285				
Brand	f	9	12	12	9	10	11	9	7	9	12	100	5019	50.190	5
	fx	738	840	756	513	520	517	378	259	270	228				

Note: f=No. of respondents; x=Scale Value; fx= Score and Source: Computed

The table 1 reveals percentage score for each rank from 1 to 10 are calculated. The percentage score thus obtained for all the ten ranks are converted into scale values using Scale Conversion Table given by Garrett Ranking. The scale values for first rank to tenth rank are 81, 70, 63, 57, 52, 47, 42, 36, 29 and 18 respectively. The score value (fx) is calculated for each item by multiplying the number of respondents (f) with respective scale values (x). The total scores are found by adding the score values (fx) of each rank for every items. The mean score is then calculated to know the order of Reasons for Consumer Perception of Arokya Milk Rank Wise through the Garrett's Ranking Technique.

TABLE 2 REGRESSION ANALYSIS FOR DEMOGRAPHY PROFILE WITH CONSUMER PERCEPTION OF AROKYA MILK IN MADURAI CITY

VARIABLES ENTERED/REMOVED ^a			
Model	Variables Entered	Variables Removed	Method
1	Monthly Income, Gender, Occupation ^b	.	Enter

a. Dependent Variable: Opinion for Consumer Perception of Arokya Milk

b. All requested variables entered.

MODEL SUMMARY				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.814 ^a	0.662	0.652	3.29814

a. Predictors: (Constant), Monthly Income, Gender, Occupation

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2046.097	3	682.032	62.700	0.000 ^b
	Residual	1044.263	96	10.878		
	Total	3090.360	99			

a. Dependent Variable: Opinion for Consumer Perception of Arokya Milk

b. Predictors: (Constant), Monthly Income, Gender, Occupation

COEFFICIENTS ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.228	1.140		5.462	0.000
	Gender	-6.897	1.703	-.618	-4.050	0.000
	Occupation	3.755	.816	.767	4.602	0.000
	Monthly Income	3.251	.801	.612	4.059	0.000

a. Dependent Variable: Opinion for Consumer Perception of Arokya Milk

It is clear from table 2 that the difference between Consumer Perception towards on Gender and Age with Arokya Milk for regression analysis based on F-value is 62.700, R square value is 66% and P-value is (0.000) that is highly significant. That is a 1% level significant. So, the null hypothesis is rejected.

COMPARING AROKYA MILK WITH COMPETITORS IN MADURAI CITY

OVERVIEW OF MAJOR COMPETITORS IN MADURAI CITY

Madurai City, known for its rich dairy culture, has a variety of milk brands vying for the taste buds of its consumers. Apart from Arokya Milk, the major players in this market include Milky Moo, Heritage, and Nandini. Each brand brings its own unique offerings and has established a loyal customer base in the city.

COMPARATIVE ANALYSIS OF PRODUCT QUALITY AND PRICING

When it comes to product quality, Arokya Milk stands strong. With its commitment to providing pure and unadulterated milk, customers have come to trust and rely on the brand. The competitors, however, offer similar quality standards, making it a tough competition in this department. Pricing is another aspect where Arokya Milk has managed to strike a good balance. While it may not be the cheapest option in the market, customers are willing

to pay a slightly higher price for the quality assurance it brings. However, it is important for the brand to stay vigilant and ensure that the price remains competitive.

ASSESSING CUSTOMER LOYALTY AND BRAND SWITCHING BEHAVIOR

Customer loyalty towards Arokya Milk is evident in the repetitive purchases made by customers. The brand has successfully created a strong bond with its consumers, thanks to its consistent quality and commitment to customer satisfaction. Brand switching behavior is relatively low among Arokya Milk customers. Once they find a milk product that meets their standards and preferences, they tend to stick with it. This loyal customer base serves as a valuable asset for the brand and reinforces the importance of maintaining quality and meeting customer expectations.

IMPLICATIONS AND RECOMMENDATIONS BASED ON THE STUDY FINDINGS

KEY FINDINGS AND INSIGHTS

Based on the study findings, it is clear that Arokya Milk has built a solid reputation for itself in Madurai City. The brand's commitment to quality and customer satisfaction has resonated with consumers, leading to a loyal customer base.

RECOMMENDATIONS FOR ENHANCING CUSTOMER SATISFACTION AND LOYALTY

To enhance customer satisfaction and loyalty further, Arokya Milk can focus on continuous improvement in its product offerings. They should prioritize quality control measures, ensuring that the milk remains pure and free from any adulteration. Additionally, incorporating customer feedback and actively engaging with consumers can help in identifying areas for improvement and maintaining a strong bond with customers.

POTENTIAL MARKETING STRATEGIES TO GAIN A COMPETITIVE EDGE

To gain a competitive edge over its rivals, Arokya Milk can consider emphasizing its unique selling points, such as the purity of its milk and the trust it has earned from customers. Marketing campaigns that highlight these aspects and differentiate Arokya Milk from competitors can help in attracting new customers and solidifying the brand's position in the market.

1.7 CONCLUSION

The study reveals that Arokya Milk has successfully carved a niche for itself in Madurai City by delivering high-quality milk that satisfies the taste and preference of its customers. The brand's commitment to maintaining purity and customer satisfaction has resulted in a loyal customer base that is reluctant to switch brands. By continuing to focus on maintaining quality, actively seeking customer feedback, and implementing effective marketing strategies, Arokya Milk can strengthen its position and continue to be a preferred choice for

customers in Madurai City. In conclusion, this study on customer taste and preference of Arokya Milk in Madurai City has shed light on the factors that contribute to the brand's success in this specific market. By understanding the preferences and needs of consumers, Arokya Milk can continue to innovate and tailor its offerings to meet the demands of its target audience. The insights gained from this study can serve as a foundation for strategic decision-making, enabling Arokya Milk to maintain its competitive edge in Madurai City's dairy market. With a focus on customer satisfaction and continuous improvement, Arokya Milk has the potential to further solidify its position as a trusted and preferred brand among consumers in the region.

REFERENCES

1. Angujanani. G, Sreeya. (2019) "Impact of Brand Loyalty on Consumers Packaged Milk products in Chennai" International Journal of Innovative Technology and Exploring Engineering, volume 8, Issue 8, 2278- 3075.
2. N. Ramya and Dr. SA Mohamed Ali (2018), "A Study on consumer buying behavior towards amul products with special reference to Coimbatore City", International Journal of Applied Research ; Vol 4,

Issue 7: 353- 357.

3. Manish Phuyal (2016) "A study on consumers perception towards packaged milk products in Panipat , Haryana" International Journal of Advanced Research, volume 4, Issued 6, 1215-21.

4. G Shruthi, B Dayakar and Y Latika Devi (2016), "Consumers Perception towards Karimnagar Milk Producing Company Limited Milk and Milk Products", Research Journal of Agricultural Sciences, Vol:7, ISSUE No:4 771-773.

5. S. Sumathi (2015) "The customer perception towards marketing of different brands of packaged milk" volume 5, Issue 6 ISSN 2231-4334.

WEBSITES

1. <https://www.hap.in/arokya/>
2. <https://www.hap.in/>
3. <https://www.hapdaily.com/product.html>
4. <https://m.indiamart.com/arokya-co/>
5. https://www.justdial.com/Bangalore/Arokya-Milk-Product-Dairy-Near-Ganesha-Temple-Vidyaranyapura/080PXX80-XX80-131205124503-E3L2_BZDET