



A STUDY ON CONSUMER PREFERENCE ON RAAJ MILK IN MADURAI CITY.

S.MANI BHARATHI

II M.COM (CA), PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS,
MANNAR THIRUMALAI NAICKER COLLEGE, MADURAI.

MRS.M.SHANMUGAPRIYA

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

ABSTRACT:

Understanding consumer preferences is crucial for businesses operating in the dairy industry to formulate effective marketing strategies and enhance customer satisfaction. This study investigates consumer preferences concerning Raaj Milk, a prominent player in the dairy market. The research employs both qualitative and quantitative methods to analyze consumer behavior, preferences, and factors influencing their choices regarding Raaj Milk products.

The qualitative phase involves focus group discussions and in-depth interviews to explore consumers' perceptions, attitudes, and experiences with Raaj Milk. Through thematic analysis, key themes related to product quality, packaging, pricing, brand reputation, and health considerations emerge, providing valuable insights into consumer preferences.

KEYWORDS:

CONSUMER PREFERENCE, PACKAGING, MILK PRODUCTS.

1.1 INTRODUCTION

The dairy industry plays a vital role in meeting the nutritional needs of individuals worldwide, offering a diverse range of dairy products to consumers. In the dynamic landscape of the dairy market, understanding consumer preferences is essential for dairy companies to tailor their products and marketing strategies effectively. This study focuses on exploring consumer preferences concerning Raaj Milk, a significant player in the dairy sector, within the context of Madurai City.

Madurai, a prominent city in Tamil Nadu, India, with its rich cultural heritage and burgeoning urban population, represents a crucial market for dairy products. Raaj Milk, known for its quality and diverse product range, competes in this vibrant market alongside other established brands.

1.2 STATEMENT OF THE PROBLEM:

In Madurai City, amidst a dynamic and competitive dairy market, understanding consumer preferences towards Raaj Milk is crucial for dairy companies to effectively tailor their products and marketing strategies. The problem addressed in this study revolves around identifying the factors that influence consumer preferences for Raaj Milk in Madurai City and understanding the dynamics shaping consumer behavior in the local dairy market.

1.3 REVIEW OF LITERATURE:

Consumer Behavior in the Dairy Industry: Previous research on consumer behavior within the dairy industry emphasizes the importance of factors such as taste, quality, price, packaging, and health considerations in influencing consumers' purchasing decisions (Holloway et

al., 2016). Studies have shown that consumers often prioritize factors like freshness, nutritional value, and trustworthiness when selecting dairy products (Lobb et al., 2007).

Brand Perception and Loyalty: The literature suggests that consumers' perceptions of dairy brands significantly impact their purchasing behavior and brand loyalty. Brand reputation, perceived quality, and brand image play crucial roles in shaping consumer attitudes towards dairy products (Mudambi and Schuff, 2010). Positive brand associations and emotional connections with dairy brands contribute to consumer loyalty and repeat purchases (Heckman et al., 2010).

Market Dynamics and Competition: Research on dairy market dynamics highlights the intense competition among dairy companies and the need for differentiation strategies to gain a competitive edge (Aghion et al., 2019). Understanding market trends, consumer preferences, and competitor strategies is essential for dairy companies to adapt to changing market conditions and sustain growth (Reinecke et al., 2017).

1.4 OBJECTIVES OF THE STUDY:

- To study the customer taste and preference of Raaj milk.
- To study the origin and growth of products in Madurai city.
- To analyze the factors that influence the level of milk satisfaction.

- To study the customer opinion about the brand image.
- To know the satisfaction level regarding the Raaj milk.
- To summarize the findings, suggestions, and calculations of the study.

1.5 RESEARCH METHODOLOGY:

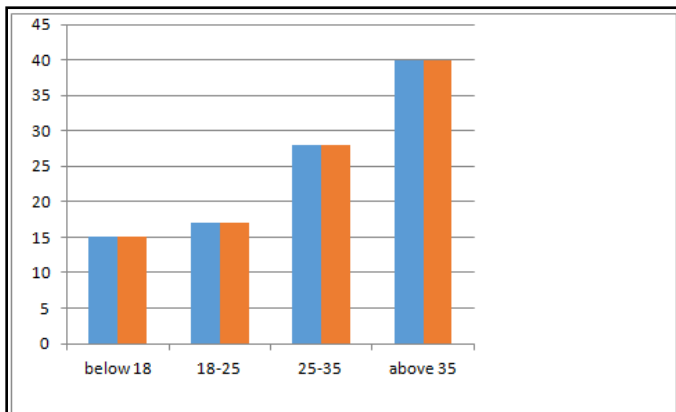
The source of the project is fully based on the primary and secondary data.

1.6 DATA ANALYSIS:

CLASSIFICATION OF RESPONDENTS ACCORDING TO DEMOGRAPHIC PROFILE.

TABLE 1 AGE WISE OF THE RESPONDENTS

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Below 18	15	15
18-25	17	17
25-35	28	28
Above 35	40	40
Total	100	100

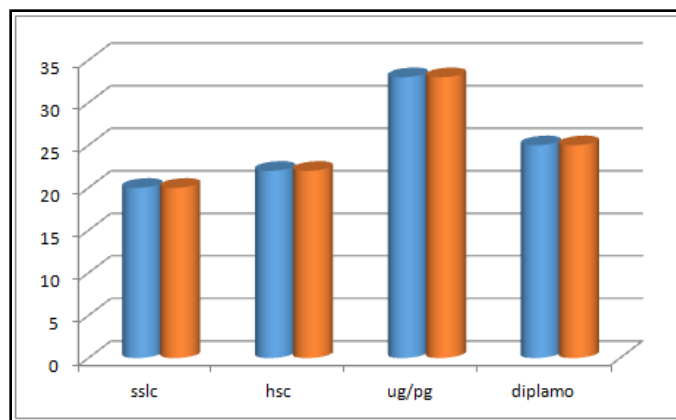


INTERPRETATION:

In the above table. The above data indicates that 15% of respondents were below 18 17% were 18-25. 28% of respondents were 25-and 35,40% were 18-25.

TABLE 2: EDUCATIONAL QUALIFICATION OF RESPONDENTS

PARTICULAR	NO.OF RESPONDENT	PERCENTAGE
SSLC	20	20
HSC	22	22
UG/PG	33	33
DIPLAMO	25	25
TOTAL	100	100

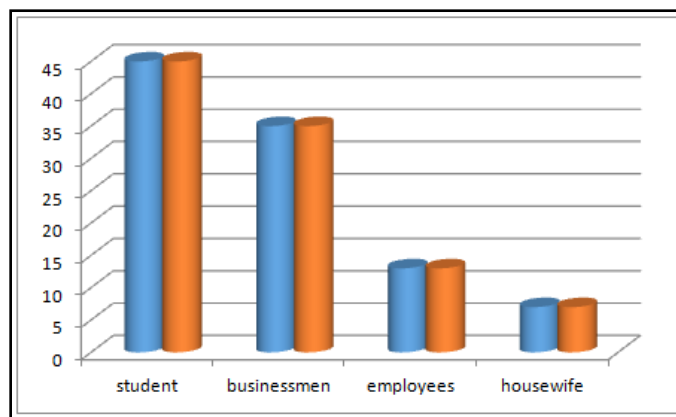


INTERPRETATION:

In the above table. The above data indicates that 20% of respondents were SSLC, 22% were HSC. 33% of respondents were UG/PG, and 25% were Diplamo.

TABLE 3 OCCUPATION WISE OF THE RESPONDENTS

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
STUDENT	45	45
BUSINESSMEN	35	35
EMPLOYEES	13	13
HOUSEWIFE	7	7
TOTAL	100	100



ABOVE THE TABLE

The sample size for the survey was 100. From the table, we can see that 45% of respondents were students, 35% respondents were businessmen, 13% respondents were employees, and 7% respondents were housewives.

1.7 FINDINGS:

- In the above table. The above data indicates that 15% of respondents were below 18 17% were 18-25. 28% of respondents were 25-35, and 40% were 18-25.
- In the above table. The above data indicates that 20% of respondents were SSLC, 22% were HSC. 33% of respondents were UG/PG, and 25% were

Diplamo.

- The sample size for the survey was 100. From the table, we can see that 45% of respondents were students, 35% respondents were businessmen, 13% respondents were employees, and 7% respondents were housewives.

CONCLUSION:

This institutional training has helped me to acquire practical knowledge about Raaj Milk. During this training period, the various departments of the organization, the organizational structure, various departmental activities, and day- today functions have understood. This training has also helped to identify and understand the

manufacturing process and all other general procedures of the organization. Over this training has been very useful and has helped to again immense knowledge about the functioning of an organization.

REFERENCES

WEBSITES