

**A STUDY ON CONSUMER BUYING BEHAVIOUR ON HATSUN DAIRY PRODUCTS
WITH SPECIAL REFERENCE TO COIMBATORE CITY**

**Submitted in partial fulfillment of the requirement for the Degree of
Master of Commerce**

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MAY 2024

CERTIFICATE

CERTIFICATE

This is to certify that the thesis, entitled, **“A STUDY ON CONSUMER BUYING BEHAVIOUR ON HATSUN DAIRY PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY”**, submitted to the Avinashilingam University, in Partial fulfillment of the requirements for the award of the Degree of Master of Commerce is a record of original research work done by me during the period **December 2023 – May 2024** of her research in the Department of Commerce at Avinashilingam Institute for Home Science and Higher Education for Women, SF-Programs, Campus – II, Coimbatore – 641 108 under my supervision and guidance and the thesis has not formed the basis for the award of any Degree / Diploma / Associate ship / Fellowship or other similar title of any candidate of any University.

Signature of the Director

Signature of the Head of the Department

Viva-voce examination held on _____

Signature of the Supervisor

Signature of the External Examiner

DECLARATION

DECLARATION

I am K SHOPIKA, hereby declare that the project entitled, “**A STUDY ON CONSUMER BUYING BEHAVIOUR ON HATSUN DAIRY PRODUCTS WITH SPECIAL REFERENCE TO COIMBATORE CITY**”, submitted to the Department of Commerce, Avinashilingam Institute for Home Science and Higher Education for Women, SF-Programs, Campus– II, Coimbatore – 641 108 in partial fulfillment of the requirements for the award of the Degree of Master of Commerce is a record of original and independent research work done by me during December 2023 – May 2024 under the supervision and guidance of **Mrs. J. Adalarasi, M.B.A., M.Phil., (Ph.D), Assistant Professor** and it has not formed the basis for the award of any Degree / Diploma / Associate ship / Fellowship or other similar title to any candidate in any University.

Date:

Place: Coimbatore

Signature of the Candidate

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ACKNOWLEDGEMENT

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CHAPTER I

CHAPTER I

1. INTRODUCTION

Consumer buying behaviour is the study of how citizens buy, what they buy, when they buy and why they buy, it blends elements from psychology, sociology, anthropology and economic. It attempts to understand the buyer decision making process, both individually and in groups. It studies uniqueness of individual customers such as demographics, psychographics and preference variables in an attempt to understand people wants. It also tries to assess influence on the customer from groups such as family, friends, reference group, and society in general.

Consumer Buying Behaviour refers to the buying behaviour of the ultimate consumer. The process of consumption has long been connected with sex and general, it comes as no surprise that customer researches often inspect the effects of these variables on customer buying behaviour.

Understanding consumer buying behaviour is essential for businesses to create marketing plans that work and to supply goods and services that satisfy customers' wants and needs. To see trends and patterns, forecast demand, and make wise choices regarding product design, price, promotion, and distribution, marketers must analyse and understand data on customer buying behaviour.

It is a multi-stage process that involves identifying problems, collecting data, exploring options, making a decision to buy, and evaluating the experience afterward. Consumers may be impacted during these stages by things including personal views and values, social conventions, marketing campaigns, product features, and environmental conditions.

Consumer behaviour consists of how the consumer's emotions, attitudes, and preferences affect buying behaviour. Consumers usually develop well-defined customer behaviour patterns that, when analysed, yield highly valuable insights that allow decision-making.

Importance of consumer buying behaviour in Marketing campaigns have a large impact on purchasing decisions. Decoding consumer buying behaviour and building products based on it will guarantee successful products and services in any industry.

Definition of Buying Behaviour

Buying Behaviour is the decision processes and acts of people involved in buying and using products.

According to Kotler and Keller (2011),

“Consumer buying behaviour is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants”.

According to the American Marketing Association,

“Consumer behaviour can be defined as "the dynamic interaction of affect and cognition, behaviour, and environmental events by which human beings conduct the exchange aspects of their lives."

Types of buying behaviour

Buyer behaviour is always determined by how involved a client is in their decision to buy a product or service and how risky it is. The higher the product price, the higher the risk, the higher the customer's involvement in purchase decisions. Based on these determinants, four types of consumer buyer behaviour.

★ Complex buying behaviour

This type is also called extensive. The customer is highly involved in the buying process and thorough research before the purchase due to the high degree of economic or psychological risk. Examples of this type of buying behaviour include purchasing expensive goods or services such as a house, a car, an education course, etc.

★ Dissonance-reducing buying behaviour

Like complex buying behaviour, this type presupposes lots of involvement in the buying process due to the high price or infrequent purchase. People find it difficult to choose between brands and are afraid they might regret their choice afterward.

An example of dissonance-reducing buying behaviour may be purchasing a waffle maker. In this case, a customer won't think much about which model to use, choosing between a few brands available.

★ **Habitual buying behaviour**

This type of consumer buying behaviour is characterized by low involvement in a purchase decision. A client sees no significant difference among brands and buys habitual goods over a long period. An example of habitual buying behaviour is purchasing everyday products.

★ **Variety seeking behaviour**

In this case, a customer switches among brands for the sake of variety or curiosity, not dissatisfaction, demonstrating a low level of involvement. For example, they may buy soap without putting much thought into it. Next time, they will choose another brand to change the scent.

Factors affecting buying behaviour

Several factors affect purchase decisions. Businesses must understand these characteristics to create efficient marketing strategies and meet target audience needs. Key buying factors include,

♣ **Psychological factors**

This is one of the major influences on customer buying behaviour. These factors are powerful enough to influence a buying decision for a buyer but are very difficult to measure.

Factors like motivation to buy a product, perception of the other people towards the product, learning about the product (pros and cons), Attitudes and beliefs of previous consumers and other people also have an impact on influencing a buying decision

♣ **Social factors**

Social beings live around many people and influence each other's buying behaviour. Factors try to imitate other people and wish to be socially accepted. Hence their buying behaviour gets influenced by other people around them. Family, reference groups, roles, status, etc., are some factors that influence buying behaviour.

♣ **Cultural factors**

Cultural factors are associated with a set of values and ideologies that belong to a particular community. Whenever a person comes from a particular community, his/her behaviour is highly influenced by the culture relating to that particular community, influencing the buying

behaviour. Culture, subcultures, castes, religion, and other factors influence buying behaviour culturally.

♣ **Personal factors**

Factors that are personal to the buyers influence their buying behaviour. These personal factors always differ from person to person, thereby producing different perceptions and consumer behaviour. Some factors that influence buying behaviour are age, personal beliefs, income, lifestyle, etc.

Types of risk

The main types of risk that affects the consumer buying behaviour

- ❖ Personal risk
- ❖ Social risk
- ❖ Economic risk.

Impact of consumer buying behaviour

Several factors that impact the consumers from buying and also makes impact on buying decisions. The impact of consumer buying behaviour are includes

- ◆ Identifying market opportunity

Companies must first be aware of what their customers are looking for to identify a market opportunity.

- ◆ Customer retention

Once you have identified your target market, your next goal should be to retain the customers by providing high-quality products at competitive prices and excellent customer service whenever possible

- ◆ Dynamic nature of the market

The market is dynamic, which means that it changes quickly and frequently. This can be a challenge for organizations trying to predict how consumers will behave. Still, it also means that those who can adapt and adjust their strategies can gain an advantage over their competitors.

2. COMPANY PROFILE



Type	- Public company
Founded	- 1970; 54 years ago
Founder	- R.G. Chandramogan
Headquarters	- Chennai, Tamil Nadu, India
Area served	- India
Key people	- R.G. Chandramogan (Chairman) C. Sathyan (Managing Director)
Products	- Dairy products
Brands	- Arun Ice cream Arokya Hatsun HAP daily Ibaco Santosa
Website	- <u>www.hap.in</u>

Hatsun Agro product limited has been committed to enriching the lives of customers by providing a range of high-quality dairy products.

HAP manufactures and markets products that cater to both cooking and consumption like, curd, milk, ice creams, dairy whitener, skimmed milk, powder, ghee and lots more.

Hatsun brands have become household names in over one million Indian houses. Arun ice creams, Arokya milk, Hatsun curd, Hatsun Ghee, Hatsun Dairy Whitener and Ibaco have become popular choices across the country. It also has the healthy global presence with dairy ingredients exported to 42 countries around the world – primarily in America, the Middle East and South Asian markets.

MANAGEMENT

Board of Directors

Our leadership team is comprised of an experienced and diverse group of Executive and Non-Executive Directors who are pivotal towards guiding the company to achieve its corporate vision. The Company is managed by the Managing Director subject to the superintendence, control and direction of the Board of Directors.

Executive directors

C. SATHYAN

Mr. C. Sathyan is the Managing Director and is in charge of day-to-day operations of the company. He has held various executive positions during his career, spanning over 18 years. He has extensive experience in the field of Dairy Industry and has been instrumental in driving the business growth of the company. He was conferred with the title of 'Doctor of Letters' for his entrepreneurship and philanthropy by the International Tamil University, USA.

Non-Executive Directors

R.G. CHANDRAMOGAN

R.G. Chandramogan is the Chairman of our company. He has been in the dairy business for more than 50 years. He is a recipient of the prestigious patronage award in the year 2018 from the Indian Dairy Association in recognition of the valuable services rendered by him in furthering the cause of the Indian Dairy Association and of the dairy industry, through planning and development.

SHRI. P. VAIDYANATHAN

SHRI. P. Vaidyanathan is the Non-Executive and Independent Director of our company. He is a fellow member of the Institute of Chartered Accountants of India and an associate member of the Institute of Company Secretaries of India and the Institute of Cost and Works Accountants of India. He has over 30 years of experience in the finance functions.

MOTTO

"World wants India to become a cooperated ltd".

AWARD

"The Fastest Growing Asian Dairy Company".

Competitors of Hatsun Agro Product

Hatsun competes with several other private dairy farms. Therefore, the top 5 rivals are as

- ✓ Nestle India
- ✓ Britannia
- ✓ Zydus Wellness Ltd
- ✓ Dodla Dairy
- ✓ Heritage Foods

HATSUN AGRO COMPANY

- ★ 7.15 lakh famers enrolled
- ★ 34 lakh litres of milk procured every day
- ★ It has 12000+ of Hatsun milk banks
- ★ It has 4800+ vehicles
- ★ It has 19 processing plants
- ★ There are 10905+ employees
- ★ It has 3600+ retail outlets
- ★ It has associated with 202599+ retailers
- ★ It has 52993+ freezers
- ★ It has 20278+ coolers

3. INTRODUCTION TO THE ORGANISATION

R.G. CHANDRAMOGAN is the chairman and managing director of HATSUN Agro product Ltd. He started R.G. Chandramogan & Co that is HATSUN Agro product Ltd, in 1970. HATSUN group is also producing Arokya, Arun ice cream and Gomatha.

Hatsun is the largest private sector dairy company in India and hence has a distinct advantage of dealing in cow's milk. In 1970, Hatsun begun with the pioneering effort of producing Arun ice cream, which still continues to be the most popular ice cream brand in south India.

Arokya was launched in 1995, it is the flagship brand of Hatsun Agro Product Limited. Arokya and Gomatha are two milk product lines of HATSUN Agro selling liquid milk to markets in Tamil Nadu, Karnataka, Andhra Pradesh and Goa. The popularity of Arokya can be attributed to the fact that a whole eco-system has been built around the brand promise "**Goodness with care, from our villages**".

Goal

- Build brands worthy of customer trust.
- Maximize return to all stake holders through continuous improvement.
- Develop people to deliver the above.

Vision

- To be the supply choice for all the people in India.
- To achieve global recognition for its innovative approach to products.
- To become one of the largest Ice cream Manufacturer in India.

Mission

To be a respected supplier in the global Dairy industry by developing innovative products and value to customer through creative skills with involvement of employee, suppliers, dealers and the use of technology.

4. HISTORY OF HATSUN AGRO PRODUCTS

welcome to the Hatsun world, India's largest private dairy. From a modest ice-cream manufacturer to one of the leading names in India's dairy sector in just a span of three decades, Hatsun now stands majestically as a hallmark of successful entrepreneurship. Be it in the dedication to quality, in employing the world's latest technology, innovative marketing strategies, or bringing prosperity to hundreds of thousands of farmers in the south.

It started as a creamy dream in 1970, Arun Ice-cream, the rich, delicious brand that has captured the hearts of millions of ice-cream lovers. With over 70 delightful varieties it is the No. 1 selling ice-cream in south India. Arun Ice-cream is manufactured at the most modern plant of its kind in Chennai. From the ingredients, to the packaging and distribution stringent quality control is maintained at every stage which has made Arun Ice creams the first ice-cream brand in India to win the 9001 certifications for quality and world-class manufacturing facilities.

Arun Ice-creams reach the consumers through the largest network of exclusive Parlors in India. These and the many Arun mini-Parlors in the rural areas provide employment to thousands of people. When the vision is clear and the dedication total, growth follows, and Hatsun expanded.

When the market was ruled by unhygienic milk, Hatsun came up with Arokya – the standardized, homogenized and bacteria clarified milk. Arokya milk is still unsurpassed in purity, thickness and quality and has made it one of the most preferred milk brands consumed by several hundred thousand households every day.

Gomatha, this product is Hatsun 's proud contribution of a superior quality, lower fat milk which Hatsun calls 'Cow's milk'. Gomatha is the perfect symbolization of the values and attributes of the provider of fresh milk - the cow. No wonder then Hatsun Komatha milk is hailed as the most suitable milk for the whole family. Loved by kids and adults like for its taste and freshness.

Hatsun handles a total 1.8 million litre a day. Hatsun 's quest for quality starts at procurement, two times a day, 365 days of the year at over a thousand collection centres, from more than a hundred thousand farmers. Hatsun sources its milk with an ever watch full eye, always keen on quality. It is an enthusiastic and bustling activity when milk takes its first step in its journey to the consumers' homes.

5. INFRASTRUCTURE

HATSUN DAILY

Hatsun Daily is a series of convenience retail outlets in your neighbourhood that stock their dairy products and much more. These outlets cater to the daily needs of customers. Which means that they can now shop for all their favourite Hatsun products from under one roof.

MILK PROCUREMENT OF HAP:

Company makes sure only the freshest of milk goes into all our products - something that company never compromise on. That's why go straight to the source - the farmers. Company have around 8,700 Hatsun Milk Banks (HMBs) covering over 10,000 villages. Over 3 lakh farmers provide milk to these banks every day. With the help of EKO milk analysers installed, the HMB tests the quality of milk from each farmer using Fat and SNF parameters. Milk is collected from HMBs and taken to the Hatsun Milk Chilling centre, where it is tested for quality standards. Only after the milk samples match our stringent quality norms are they sent to the dairy. At the dairy, the milk is put through more tests before being taken up for further processing.

PROCESSING OF HAP:

After procurement, the milk is taken for the all-important quality testing and weight checks. HAP is the world's first dairy company to develop and use thermal battery-based technology in its BMCs, for chilling milk immediately after procurement. It has worked extensively with a Boston-based US company in this regard. The bulk milk coolers run on thermal batteries which store electricity whenever available from the grid. This helps in chilling the milk right at source, even in rural areas with irregular power supply. Hatsun have state-of-the-art plants for processing and packaging in both Tamil Nadu and Karnataka. Some of the facilities are in Salem, Kanchipuram, Madurai, Belgaum and Honnali.

The company employs at least two types of testing: Gerber Method and Eko Milk Analysers. The milk is then subjected to pasteurization, homogenization and bacteria clarification (all performed by a staff of professionals) with the single-minded goal of adhering to the highest standards of quality.

HAP sources over 80% of its entire industrial power requirement from renewable sources like solar power and windmills. The Eko milk analysers, electronic weighing scales, display, stirrer,

scanner, tablet and printers in all HMBs operate entirely on solar powered batteries. None of the company's HMBs has or requires any diesel generator backup for collecting milk, thereby avoiding environmental and sound pollution. Every HMB building has a rooftop solar panel and battery that can store 900 watts of power.

DISTRIBUTION & LOGISTICS OF HAP:

Company has an efficient and large cold-chain network to ensure that our consumers get fresh milk every day. The puff-insulated trucks travel around 2,00,000 kms on a day-to-day basis, carrying milk across Tamil Nadu, Karnataka, Goa and parts of Andhra Pradesh.

Company also has a strong logistics and distribution network for our products, with over 2305 Arun Ice creams parlours in Tamil Nadu, and parts of Karnataka and Andhra Pradesh. The company has 14 strategically-located cold room distribution points. For Milk & Curd, it have 1400 distribution centres and 650 dealers.

ANIMAL HUSBANDRY OF HAP:

The company employs a professional Animal Husbandry team. The addition of over 100 highly qualified experts promises a spike in productivity and profitability for dairy farmers, not to mention an increase in milk quality. For farmers who do not have access to reliable irrigation, Hatsun Agro Product Limited is initiating a trial on the feasibility of producing and feeding silage to the cattle. With an aim to maximize farmers' profits, the animal husbandry team works closely with the cattle feed team to provide farmers with a complete nutrition package of forages and concentrates.

SANTOSA

“Healthy cattle for a healthy living”

In an endeavour to help the farmers in taking care of the health of their cattle, Hatsun Agro Product Limited manufactures and produces Santosa cattle feed, with an aim to provide the best quality feed.

For production of quality milk, cattle should be given nutritious foods that includes high nutrients like Proteins, Fat, Energy, Carbohydrates, Fibre, Minerals and Vitamins. These nutrients ensure good digestive action and development of bones. This is especially important for pregnant cows as this protects the health of the calf in the womb and gives them the strength to give birth to 6 to 7 calves.

6. PRODUCT PROFILE

MILK



AROKYA

Arokyaa has more nutrition and butterfat. Growing children can consume Arokyaa because it's wholesome and nourishing. It fortifies the bones with calcium, proteins and minerals. In case of adults, Arokyaa can be diluted with water & used. Arokyaa is healthy and ready nourishment for growing children. Fortified with 4.5% butterfat, Arokyaa helps in the growth of vital strengths of a child both physical and mental. It contains adequate quantities of calcium and phospholipids for development of the bones and brain respectively.

Hence, the catchy slogan attached to it: NOTHING ADDED. NOTHING REMOVED

KOMATHA TONED MILK

Fresh milk in the stable of Hatsun, Hatsun Komatha Toned Milk was launched in the year 2000. A lighter milk than Arokyaa, Hatsun Komatha Toned Milk comes with all the good processing technologies deployed by Hatsun, i.e., homogenization, pasteurization and bacteria clarification. This ensures that the high quality and hygiene standards set by Hatsun for its products are met. Distribution Stockiest/Agents. I reach our customers through our wide network of 30 Distribution Stockiest and over 1500 Agents in Tamil Nadu / Bangalore.

SANTOSA FULL CREAM MILK

A relatively new product in Hatsun 's basket of offerings, Hatsun Santosa Full Cream Milk is full cream milk that caters to niche commercial markets. Specially designed for hoteliers and caterers: Hatsun Santosa Full Cream Milk is well suited for Hotels and Catering needs as it is Ideal for preparation of curd, lassi, milk shakes, sweets, payasam, tea and coffee. This is because it is thicker with 6% butter fat and 9% SNF and is also homogenized. The aroma of tea and coffee is greatly enhanced due to the higher SNF content and because of bacteria clarification, the beverage also tastes fresher.

HATSUN DAIRY INGREDIENTS



+ HATSUN COOKING BUTTER

Hatsun 's all-natural high-quality Cooking Butter has something that makes it stand out from the crowd - it has dollops of 'zeal' in it. Hatsun Pasteurized Cooking Butter is made from the choicest of creams, churned from pure farm fresh milk. It is then processed in a high-tech dairy plant where hygiene and quality are given utmost importance. This ensures that sweets, savouries and cakes have a great taste and aroma.

+ HATSUN COW GHEE

The nutty taste of Hatsun Ghee special grade ghee, is perfect for Indian cuisine in general and sweet making in particular. Being made only from cow milk, all the freshness and uniqueness associated with cow milk can be found in Hatsun Ghee. It has the distinct property of carrying and enhancing the flavour of practically any dish that one briefly fries in Hatsun Ghee. Hatsun Ghee comes with the 'Agmark' seal of quality.

+ HATSUN CURD

Hatsun Curd is a semi-solid fermented milk product, with excellent consistency. It has a very low bacteria count making it extremely healthy in nature and delightfully tasty in character.

+ HATSUN PANEER

Made from farm-fresh milk higher milk solids make it much tasty and helps in retaining texture & shape Ideal to cook mouth-watering dishes Available in 200 gm pack.

+ HATSUN DAIRY WHITENER

Hatsun Dairy Whitener is the perfect complement to your morning cup of tea and coffee. It dissolves easily and does not form unsightly lumps.

ARUN ICE CREAM



An insight Arun Ice creams believes in the motto "Customer is the King". Arun Ice creams, a feather in the cap of Hatsun is a brand leader in the ice cream market. Today, Arun is the largest selling ice cream brand in south India. It sells its ice creams through exclusive Parlors spread all over Tamil Nadu, and parts of Karnataka, Kerala and Andhra Pradesh. With over 70unforgettable varieties, Arun continues to delight millions of customers.

Arun Ice creams success was due to the below said reasons

- * Pure Milk based Ice creams with rich and creamy taste.
- * Range of flavours and varieties
- * Innovative product concepts
- * Packaging at par with international standards.

Ice cream shakes:

A range of delightful flavours that come in a '**sip and go**' form. This unique product combines our rich and creamy ice creams with the convenience of a drinkable shake, so consumer can grab a pouch and have treat, on the go.

► **Strawberry**

The fruitiness of sweet strawberries in a deliciously drinkable form.

► **Chocolate**

The fruitiness of sweet chocolates in a deliciously drinkable form.

► **Cotton candy**

The sweet, fun taste of cotton candy ice cream in a drinkable form.

SUNDAE

The sundae is a sweet ice cream dessert. It typically consists of one or more scoops of ice cream topped with sauce or syrup, and in some cases other toppings including sprinkles, whipped cream, maraschino cherries, or other fruits.

CASSATA

The different varieties of cassatas available in meriiboy are cassata king, cassata queen, cassata prince and cassata kid.

KULFI

Kulfi is a popular frozen dairy dessert from the Indian subcontinent. It is often described as “traditional Indian subcontinent ice cream”. As popular understood, kulfi has similarities to ice cream in appearance and taste, however it is denser and creamier. It comes in various flavours like mango and cardamom. Meriiboy ice cream company produces cardamom flavour kulfi.

BARS

An ice cream bar is a frozen dessert on a stick or a candy bar that has ice cream in it. The coating is usually a thin layer of chocolate used to prevent the melting and dripping of ice cream, Flavours available at Meriiboy are

- * Chocolate
- * Mango
- * Strawberry

IBACO

An Ibaco is a frozen dessert on a stick or a candy bar. Made from dairy products, such as milk and cream and often combined with fruits or other ingredients and Flavors.

- ★ Ice cream
- ★ Ice cream cakes
- ★ Ice cream shakes
- ★ Ice cream cones
- ★ Signature bars.

7. OBJECTIVES OF THE STUDY

1. To evaluate the buying behaviour of consumer on Hatsun dairy products.
2. To identify the major factors influencing consumer purchasing decisions.
3. To study the problems faced by the consumer by using of Hatsun dairy products.
4. To determine the different products of Hatsun that are preferred by the consumer.
5. To analyse the role of Hatsun brand loyalty, quality, price and packaging on consumer buying behaviour.

8. SCOPE OF THE STUDY

The study aims in assessing the consumer buying behaviour of Hatsun Agro products. It also covers the consumer opinion about the Dairy products in Coimbatore city. This study made to know the needs and wants of the consumer and to what extent the product is concentrating on quality, quantity, price, availability, sales promotion, and package.

9. LIMITATIONS OF THE STUDY

- ❖ The study is limited to Coimbatore city only and the result may differ if the study is conducted in some other area.
- ❖ This study is based on the prevailing consumer's buying behaviour, but the behaviour may change according to time, income, technological development.
- ❖ The study was only made up of the users of Hatsun Agro Products.

10.CHAPTERISATION

CHAPTER I	Introductory chapter unfolds the context and rationale for consumer buying behaviour on Hatsun dairy product. This covers the objectives, scope and limitation of the study.
CHAPTER II	Review of Literature explains the theoretical concepts and related literature of inception of consumer buying behaviour, consumer satisfaction and profile of Hatsun product.
CHAPTER III	Research Methodology adopted for the study.
CHAPTER IV	Results and Discussion describes the analysis and interpretation of data.
CHAPTER V	Conclusion consolidates the results of the entire research, provides implications and suggests future research studies.

CHAPTER II

CHAPTER II

REVIEW OF LITERATURE

2.1 INTRODUCTION

The literature has been reviewed from the reputed journals of both National and International journal pertaining to Hatsun dairy product and its related benefits. The literature has been reviewed from textbooks and websites.

2.2 REVIEW OF LITERATURE

Bettman (1979)¹ When they buy a product, whether it is a goods or a service, they buy a cluster of product features, but may want only one or two of these features. The main reason behind consumer's search is uncertainty. Consumer information search has been the focus of many articles studying consumer behaviour during the last 30 years.

Rees (1992)² conducted a study on "Factors influencing customer choice" revealed that food was flavour, texture, appearance, advertising, a reduction in traditional cooking, fragmentation of family means and an increase in "snacking" etc. Demographic and household role changes and the introduction of microwave ovens had formed changes in eating habits. Vigorous sale of chilled and other equipped foods was related to the large number of operational wives and single people, who require value expediency. Development in retailing with concentration of 80.00 per cent of food sales in supermarkets was also considered to be important. Customers were responding to messages about safety and enthusiastic drinking. They were disturbed about the way in which food was produced and want safe, "natural", high quality food at an appropriate price.

Singh (1995)³ conducted a study on "Factors influencing customer preferences for type of milk supply in Hissar city" examined that the milk quality, fitting, availability, a supply in quantity desired, flavour, colour, freshness and mode of compensation which showed higher levels of customer satisfaction.

Dhillon (1995)⁴ conducted a study on "Food purchase habits and customer awareness of rural and urban housewives in Dharwad" confirmed that the purchase behaviour in Ludhiana, rural and urban respondents rank nearby market.

Rowley (1997)⁵ The consumer decision-making process is important in determining purchase behaviour. In order to offer an effective service, it is important to identify consumer segments, taking into account the benefits which the consumer seeks. Consumers seek benefits or solutions, not products.

Rowley (1997)⁶ undertake as study on consumer decision-making process is significant in influential purchase behaviour. In order to offer a useful service, it is essential to identify consumer segment, delightful into account the remuneration which the customer seeks. Consumers seek profit or solution, not products.

Shepherd and Raats (2007)⁷ In reality, perception of food quality and safety are probable to be inclined by such emotional and literary factors slightly than physiological product experiences unaided. Many quantitative and qualitative research have addressed issue related with cultural determinants of food alternative.

According to Magistris and Gracia (2008)⁸ the study of food choice is a complex phenomenon that represents one of the most important parts of human behaviour, where several cognitive and behavioural factors can vary sharply between individuals. The authors cited that whether consumer intent or decide to purchase organic food products is difficult task because it depends on many factors that cannot be directly control.

Loganathan.S (2008)⁹ undertake as study on customer satisfaction in the direction of dairy products. The goal of the study was to know the customers data, estimation and the satisfaction stage towards dairy fabrication. The study establish that dairy is a huge organization and the market leader in dairy products and has ceiling market in milk. The study also originate that customers are mainly satisfied with the overall eminence of dairy products.

Rubaina (2010)¹⁰ conducts research on the customer preference towards dairy products. The study through a challenge to categorize the customer's partiality towards dairy products and to identify about the factors which manipulate the selection of similar brands of dairy products. The study given away that the company should make survey to know the expectations of the consumers and generate that product in the method so as to be a centre of attention for more customers towards their brand and advertisement can be done through mass media to expand sales and to inform customers about the product.

Mrs. Anurani RR (2013)¹¹ Thiagaraja School of Management, Madurai. The project focuses on "Consumer tastes and preferences towards ice creams with special reference to Arun Ice-

Cream" this report shows that the quality and the taste for found the strength of Arun Ice-Cream. With greater consistency and availability, the Arun ice cream is able to with stand in the impulse goods market for more than 40 years.

Jothi Mary. C (2013)¹² conduct a study on consumer behaviour The study determined on consumer behaviour is a division of consumer behaviours, which is anxious with decisions that go ahead up to the act of purchase. It could be the control of the variable price brand image, quality of the product, constancy of service. The study attempts to convey out the factor leading to the obtain behaviour and perception of consumers in buying milk. The consumers are content with value of brand compare to other brands.

Ananda Kumar. A and Babu. S (2014)¹³ made a challenge to the centre on dairy products. The variables include covering, cost, availability, ingredients, product reputation, product quality, product savour, etc., that persuade the choice of a brand from amid those in the thought list, but may not be the most essential and most important determinants for short inventory brands. The study is functional to the marketers as they can produce. It can also enhance their marketing approach.

Sumathi (2015)¹⁴ "A Study of consumer perception towards different brands of packaged milk" Despite the technological advancement resulting in several variety of packaged milks in market, there is a strong felt need for the marketing managers to focus on creating high degree awareness among consumer regarding their product range"

Mr. Aslam Khan (2015)¹⁵ Mahamaya Technical university, Lucknow. The MBA final year project focuses on "Consumer perception about Arun ice cream in comparison to Vadilal ice cream in Ghaziabad" This report shows that customers are highly price and quality sensitive in Ghaziabad.

Elangovan.N and Gomatheeswaran.M (2015)¹⁶ decided on consumer behaviour towards various brands of milk and milk products. Consumers' lifestyles are unbiased by number of factors. Like culture, subculture, morals, demographic factors, social position, reference groups, domestic and also the inner constitute of the consumer, which are emotions, behaviour motives of selling, sensitivity and knowledge. The study was critical the difference in consumer's behaviour with socio and monetary features towards brand collection.

Manish Phuyal (2016)¹⁷ “A study on consumers perception towards packaged milk products in Panipat, Haryana” examine that many branded milk products have different quality, taste, cost, reliability, etc. hence brand names play a major role in buying a product.

Shruthi G, Dayakar Rao B and Latika Devi Y (2016)¹⁸ “Consumers Perception towards Karimnagar Milk Producing Company Limited Milk and Milk Products”, According to the study, quality and shelf life are the two most important factors that have been changed. Ice cream, flavoured milk, and cheese were consumed on a monthly basis by KMPCL customers, whereas ghee and butter were consumed weekly or daily because they were considered part of their daily diet.

Kavi Raghul C (2017)¹⁹ His project focuses in “Consumer Satisfaction towards Arun Ice-cream with reference” this report shows that, People have believed in Arun ice-creams ways and they will accept it also if effective actions are taken., and also, the study revealed the relationship that factors such as quality of ice creams, number of variants and the availability / reach of the showroom have towards consumer satisfaction.

M.Vairamuthu and GokulaKrishnan (2017)²⁰, A study on Brand positioning Dairy products in Coimbatore, Tamil Nadu set out to study consumer involvement in brand positioning in dairy product categories. Their main objective was to identify the expectation and perception of consumers towards the dairy brand, to learn the 723 factors influencing consumers decision towards product Selection and find out the reason for customers preferring other brand milk.

Ramya. N and SA Mohamed Ali (2018)²¹, “A study on consumer buying behaviour towards Hatsun product with special reference to Coimbatore city” The Buying Behaviour is positive, indicating that the consumer’s purchasing behaviour is strong. The product’s promotional techniques can be modified in order to boost the company's sales significantly.

Angujanani.G. Sreeya (2019)²², “Impact of Brand Loyalty on Consumers Packaged Milk products in Coimbatore " customers' minds are vital for the growth and survival when it comes to appealing and selling things to customers. For dairy goods, International Journal of Research Publication and Reviews, especially packaged milk, competition is unavoidable. Branded milk such as Aavin, must maintain its current quality and distribution channels. When compared to other milk brands, the Arokya Milk brand needs to adjust its price method.

Dr K. Vanaja (2019)²³, A Study on customer preference towards Hatsun Milk Products with Special Reference to Coimbatore city. Price has a significant and positive impact on customers' perception and choice in selecting Hatsun products. Generally, the customer changes their behaviour frequently on the basis of price and quality. However, the data shows the customer buy the Hatsun Milk for its quality and taste. It has to be pointed out that milk customers prefer taste over price.

Ms. Priyadarshini S (2021)²⁴, Her project focuses on "A Study on Consumer Preference and Satisfaction towards Arun Ice-cream" this report shows that, Arun Ice-creams, they need quality and taste with reasonable price. The essence of marketing a marketing strategy is to understand the changing needs and preference of the consumer and to seize the opportunity to shape and fulfil them.

Dr M.P. Kumaran (2022)²⁵ The consumer satisfaction towards Hatsun Milk. It shows a negative attitude towards advertisement, while few of them milk advertisement would play a significant role in order to change their purchasing habits. The brand of milk in advertisement is more is a very important factor and this may change their purchasing behaviour. If Arokyia Gives more effective advertisement, it will reach high in milk marketing and gain.

CHAPTER III

CHAPTER III

RESEARCH METHODOLOGY

A research methodology describes the techniques and procedures used to identify and analyse information regarding a specific research topic. It is a process by which researchers design this study so that it can achieve their objectives using the selected research instruments. It includes all the important aspects of research, including research design, data collection methods, data analysis methods, and the overall framework within which the research is conducted.

3.1 TOPIC OF THE STUDY

A study on consumer buying behaviour on Hatsun dairy products with special reference to Coimbatore city

3.2 RESEARCH DESIGN

A research design is an arrangement of conditions and a collection of data in a manner that aims to combine relevance to the research purpose with economy in procedure. It is arrangement of conditions for collection and analysis of the data regarding the study. In this study Descriptive Research Design was used. It is describing the perception of each individual or narrating factor on brand preference. The major purpose of descriptive research is description of the state of affairs as it exists at present.

3.3 SAMPLING PROCEDURE

The next step in the research study after collecting data is the sampling process. When a decision is made to use the sample, a number of factors must be taken into consideration.

3.4 SAMPLE SIZE

Sample size refers to the number of items to be selected from the population constitute a sample. The sample size for this study is 100

3.5 DATA COLLECTION METHODS

Data collection is a process of gathering information from all the relevant sources to find a solution to the research problem. It helps to evaluate the outcome of the problem. The data collection methods allow a person to conclude an answer to the relevant question. The main sources of the data collections methods are “Data”. Data can be classified into two types, namely primary data and secondary data.

3.5.1 Primary data

Primary data is the first handed information which the researcher gets from the population. Primary data which are collected as a fresh and for the first time and thus happen to be original in character. The primary data collection of the study was collected through a structured questionnaire which was made with the help of Google forms. The data were collected using questionnaires online which can be filled by the selected respondents conveniently. Questionnaires were distributed to the customers who use Hatsun dairy products and this was used for further analysis.

3.5.2 Secondary Data

Secondary data is data collected by someone other than the actual user. The data has been obtained from past records, magazines, published data, journals, websites, etc.

3.6 POPULATION

One set of questionnaires was prepared for the study. The respondents' research was the customers who have used Hatsun dairy products and taking the measure on which basis they bought and their preference. The sample technique used for the research project is done by probability convenience. The data collection size was 100 respondents collected through online with the help of Google forms.

3.7 AREA OF THE STUDY

The area of the study focuses on the people who use that particular brand of Hatsun Dairy Products. The data were collected from the Coimbatore city.

3.8 TOOLS USED FOR ANALYSIS

The tool used for collecting the primary data was percentage analysis. The questionnaire was used to collect the bulk of data.

3.8.1 PERCENTAGE ANALYSIS

Percentage refers to a special kind of ratio. Percentage analysis test is done to find out the percentage of the response of the respondents. The way of getting response from the respondents through questionnaire is the most preferred technique.

Formula for percentage analysis:

$$\text{No. of respondent's percentage (\%)} = \frac{\text{No.of respondents}}{\text{Total no.of respondents}} \times 100$$

3.8.2 CHI-SQUARE

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables.

Formula for Chi-square:

$$\text{Chi-square} = \frac{\sum(O-E)^2}{E}$$

Were,

O stands for Observed Frequency.

E stands for Expected Frequency.

After finding the value of chi square the table value is to be calculated.

Table value = (R-1) (C-1).

Were,

R stands for Numbers of Rows.

C stands for Number of columns.

3.8.3 CORRELATION

The correlation Coefficient value always lies between -1 and +1. If the correlation coefficient value is positive, then there is a similar and identical relationship between the two variables. Else it indicates the dissimilarity between the two variables.

Formula for Correlation

$$r = \frac{\sum(x_i - \bar{x})(y_i - \bar{y})}{\sum(x_i - \bar{x})^2 \sum(y_i - \bar{y})^2}$$

were,

r = correlation coefficient.

x_i = values of the x – variable in a sample.

\bar{x} = mean of the value of the x- variable.

y_i = values of the y – variable in a sample.

\bar{y} = mean of the value of the y- variable.

3.9 PERIOD OF STUDY

The period of study was from December to May 2024.

CHAPTER IV

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

The term analysis refers to the computation of certain measures along with searching for pattern of relationship that exists among the data groups. The main objective of the study is to find satisfaction level of people.

4.1 SIMPLE PERCENTAGE METHOD

Simple percentage analysis refers to a special kind of ratio. With the help of absolute figures, it will be difficult to interpret any meaning from the collected data, but when percentages are found out then it becomes easy to find the relative difference between two or more attributes.

$$\text{No. of respondent's percentage (\%)} = \frac{\text{No.of respondents}}{\text{Total no.of respondents}} \times 100$$

TABLE 4.1.1

TABLE SHOWING AGE GROUP OF THE RESPONDENTS

AGE	NO.OF. RESPONDENTS	PERCENTAGE
18-29 years	53	53 %
30-44 years	25	25 %
45-59 years	17	17 %
above 60 years	5	5 %
Total	100	100%

Source: Primary Data

INTERPRETATION

The table No 4.1 shows the classification of respondents based on their age group. It has been found that 53 % of the respondents belong to the age group between 18-29 years. Next 25% of the respondents are belong to the 32-44 years, 17% of the respondents are belong to the 45 - 59 years. And 5 % of the respondents are belong to the above 60 years.

Majority (53%) of the respondents belong to the 18 to 29 years.

CHART NO: 4.1.1

CHART SHOWING AGE GROUP OF THE RESPONDENTS

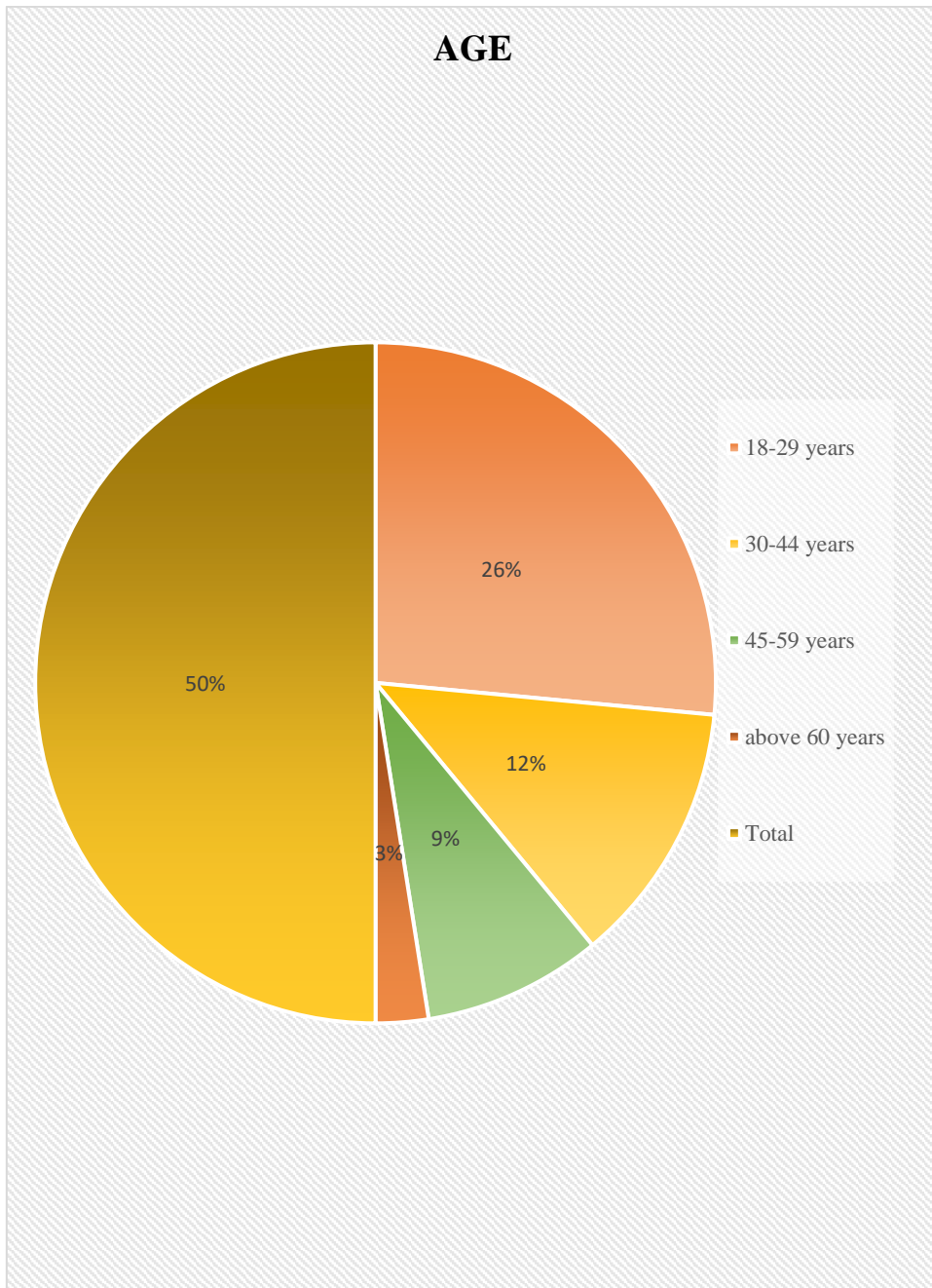


TABLE 4.1.2

TABLE SHOWING GENDER OF THE RESPONDENTS

GENDER	NO.OF. RESPONDENTS	PERCENTAGE
Male	41	41%
Female	59	59%
Total	100	100%

Source: Primary Data

INTERPRETATION

The table No 4.2 shows the classification of respondents based on their gender. It has been found that 41% of the respondents are belong to the male and 59% of the respondents are belong to the female.

Majority (59%) of the respondents belong to female.

CHART 4.1.2

CHART SHOWING GENDER OF THE RESPONDENTS

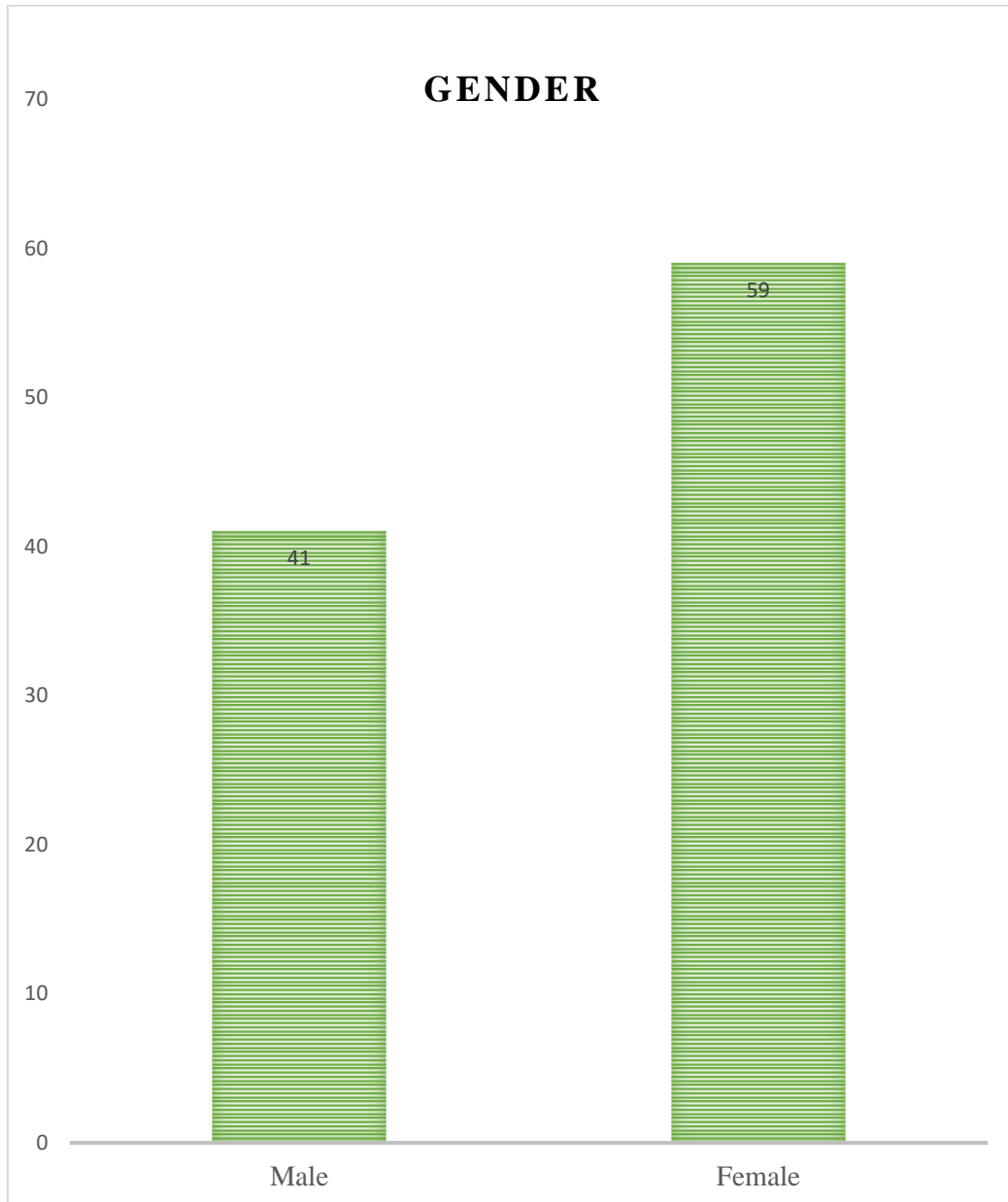


TABLE 4.1.3

TABLE SHOWING MARITAL STATUS OF THE RESPONDENTS

MARITAL STATUS	NO. OF RESPONDENTS	PERCENTAGE
Unmarried	50	50%
Married	50	50%
Total	100	100%

Source: Primary Data

INTERPRETATION

The table No 4.3 shows the classification of respondents based on their marital status. It has been found that 50% of the respondents are belong to the unmarried and 50% of the respondents are belong to the married.

Majority (50%) of the respondents belongs to both unmarried and married.

CHART 4.1.3

CHART SHOWING MARITAL STATUS OF THE RESPONDENTS

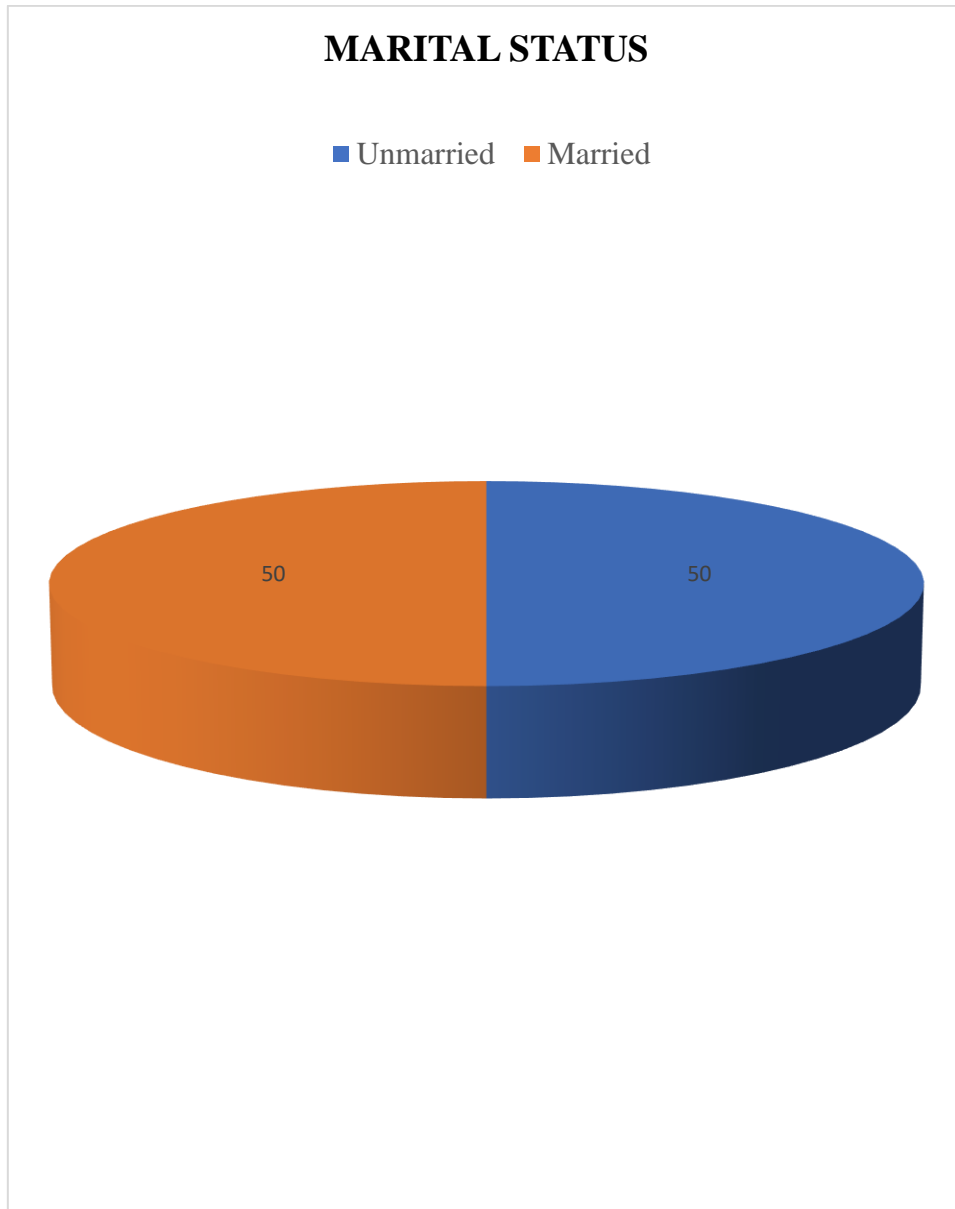


TABLE 4.1.4

TABLE SHOWING OCCUPATION OF THE RESPONDENTS

OCCUPATION	NO.OF. RESPONDENTS	PERCENTAGE
Student	33	33%
House wife	15	15%
Government/Private employee	40	40%
Entrepreneurs	12	12%
Total	100	100%

Source: Primary Data

INTERPRETATION

The table No 4.4 shows the classification of respondents based on their occupation. It has been found that 33% of the respondents are belong to the student next 15% of the respondents are belong to the housewife, 40% of the respondents are belong to the government/private employee and 12% of the respondents are belong to the entrepreneurs.

Majority (40%) of the respondents belongs to the government / private employee.

CHART 4.1.4

CHART SHOWING OCCUPATION OF THE RESPONDENTS

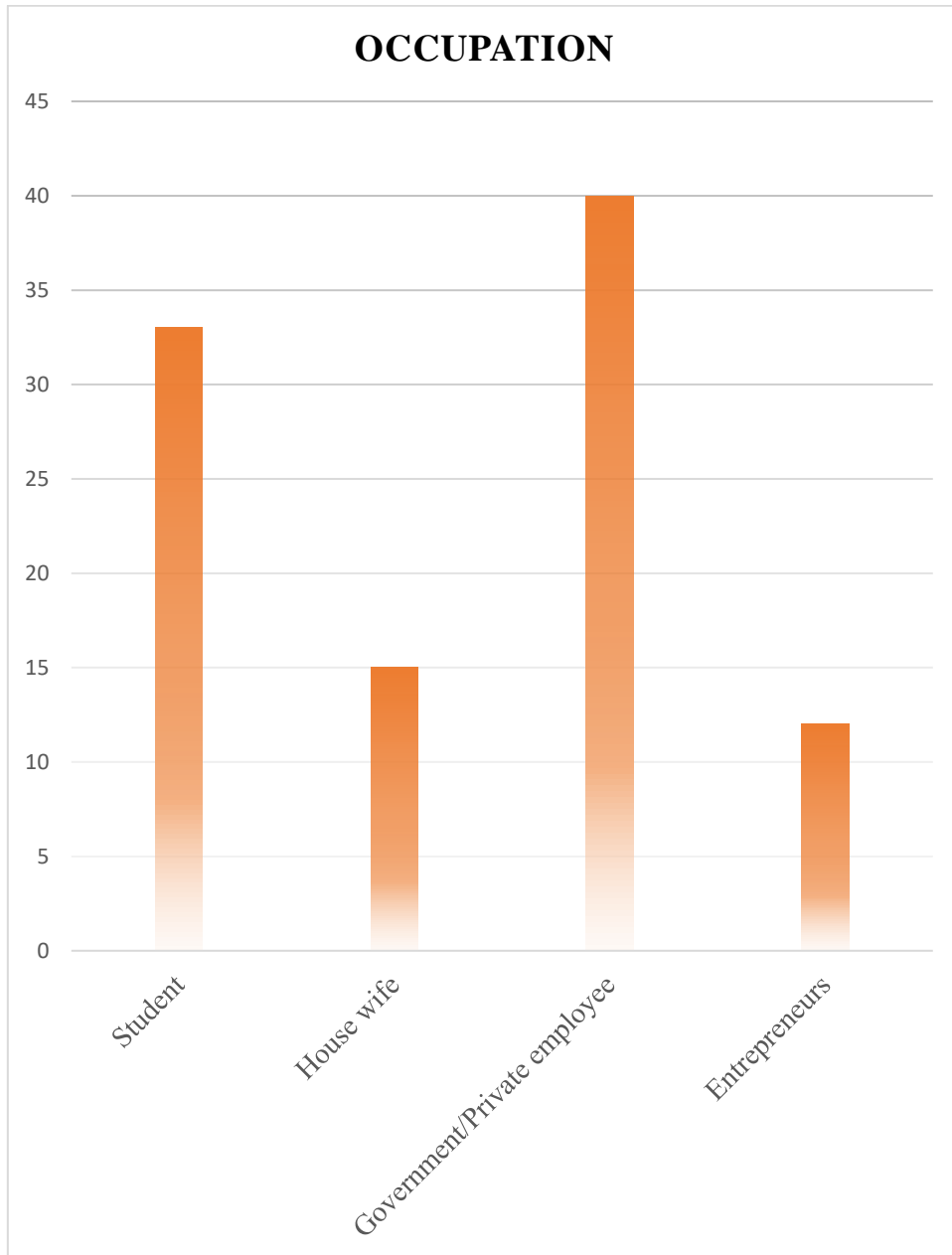


TABLE 4.1.5

TABLE SHOWING MONTHLY INCOME OF THE RESPONDENTS

MONTHLY INCOME	NO.OF. RESPONDENTS	PERCENTAGE
Below 5000	34	34%
5000-10000	13	13%
10000-20000	18	18%
Above 20000	35	35%
Total	100	100%

Source: Primary Data

INTERPRETATION

The table No 4.5 shows the classification of respondents based on their monthly income. It has been found that 34% of the respondents are belong to the below 500 next 13% of the respondents are belong to the 500 - 10000, 18% of the respondents are belong to the 10000-20000 and 35% of the respondents are belong to the above 20000.

Majority (35%) of the respondents belongs to the above 20000.

CHART 4.1.5

CHART SHOWING MONTHLY INCOME OF THE RESPONDENTS

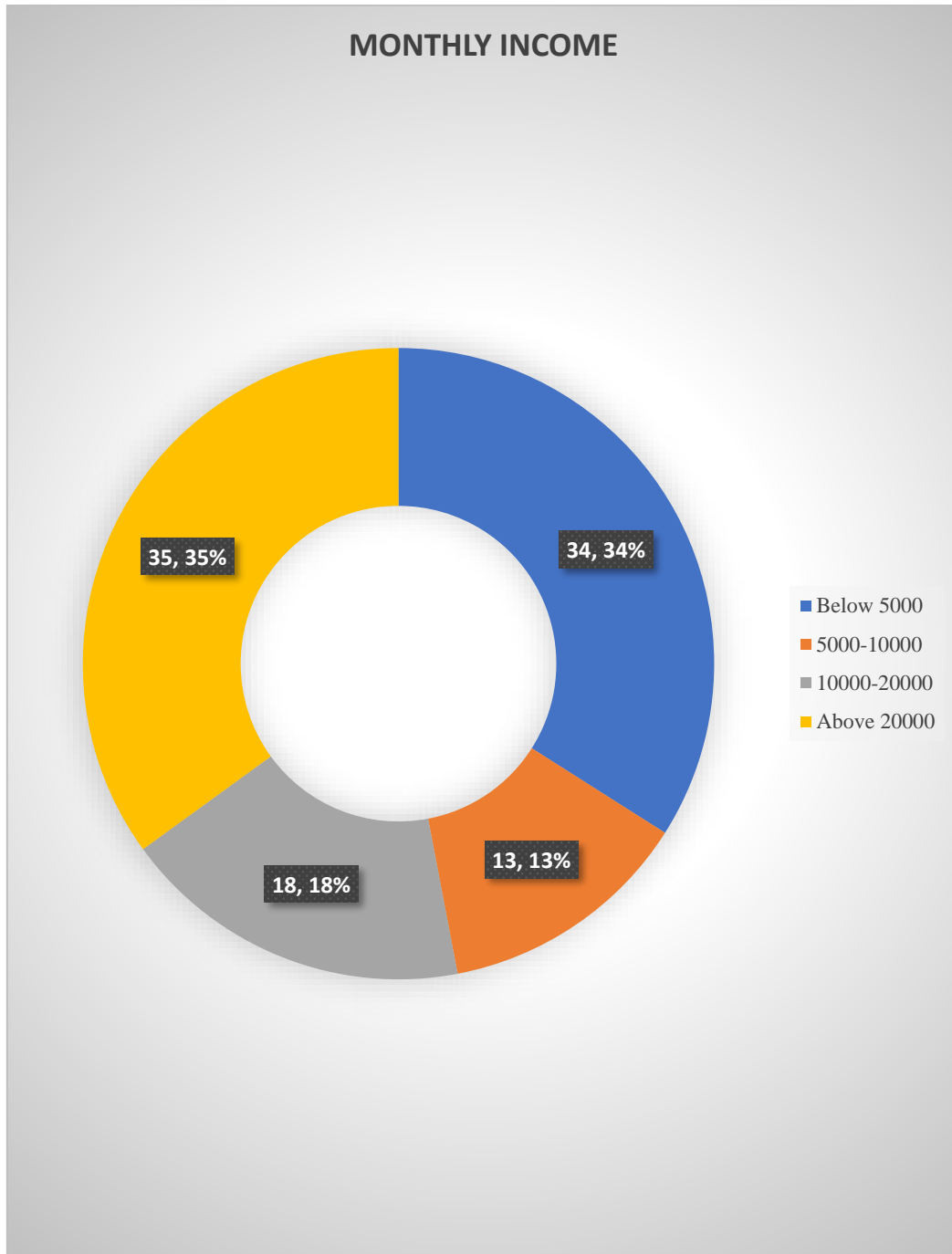


TABLE 4.1.6

TABLE SHOWING AWARENESS OF THE RESPONDENTS

AWARENESS	NO.OF. RESPONDENTS	PERCENTAGE
Yes	98	98%
No	2	2%
Total	100	100%

Source: Primary Data

INTERPRETATION

The table No 4.6 shows the classification of the respondents based on their awareness. It has been found that 98% of the respondents are belong to yes and 2% of the respondents are belong to No.

Majority (98%) of the respondents belongs to Yes.

CHART 4.1.6

CHART SHOWING AWARENESS OF THE RESPONDENTS

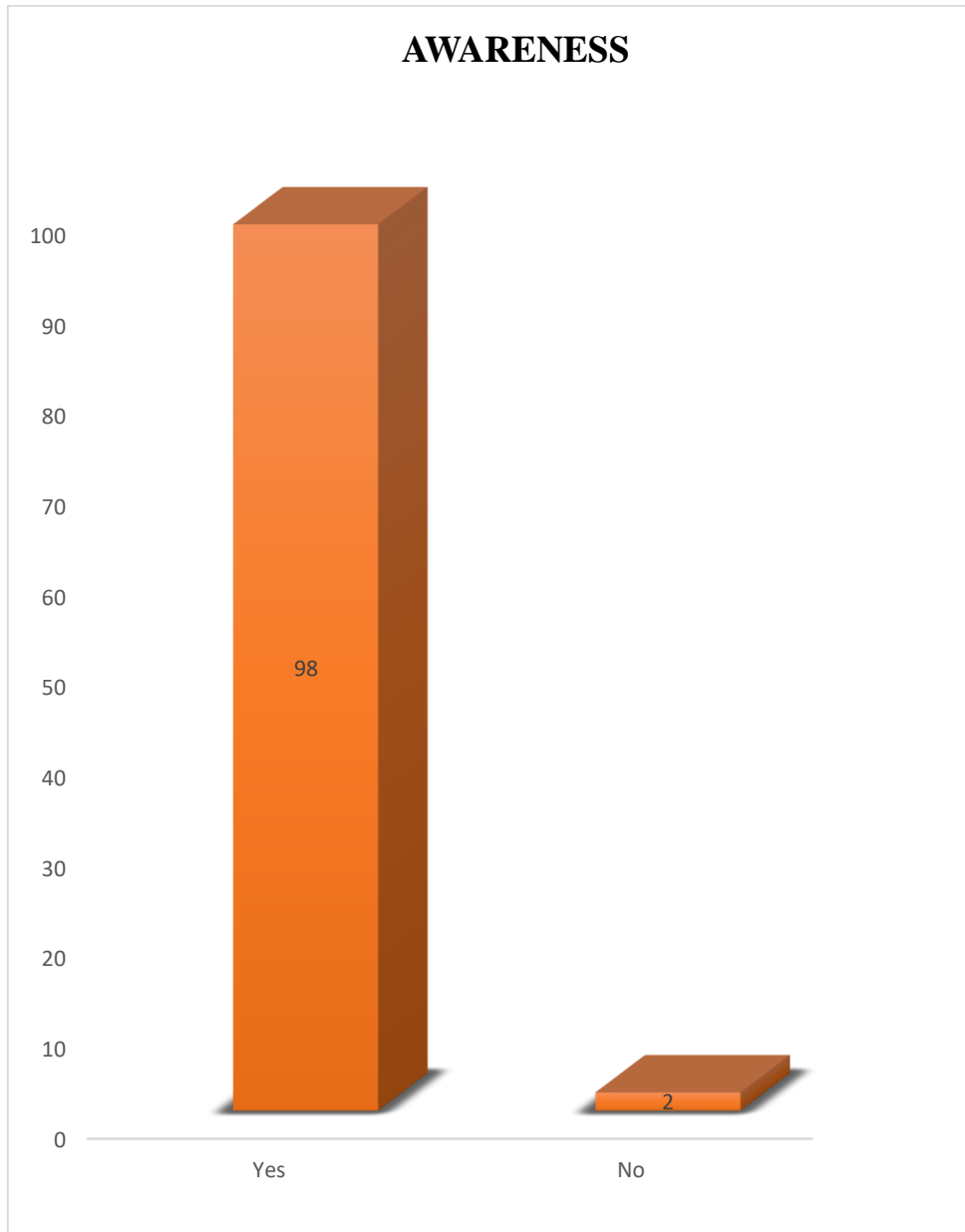


TABLE 4.1.7

TABLE SHOWING SUGGESTIONS OF THE RESPONDENTS

SUGGESTIONS	NO.OF. RESPONDENTS	PERCENTAGE
Media Advertisement	22	22%
Friends & Family	46	46%
Neighbours	24	24%
Shop owners	8	8%
Total	100	100%

Source: Primary Data

INTERPRETATION

The table No 4.7 shows the classification of the respondents based on their suggestions. It has been found that 22% of the respondents are belong to the media advertisement next 46% of the respondents are belong to the friends and family, 24% of the respondent are belong to the neighbours and 8% of the respondents are belong to the shop owners.

Majority (46%) of the respondents belong to friends and family.

CHART 4.1.7

CHART SHOWING SUGGESTIONS OF THE RESPONDENTS

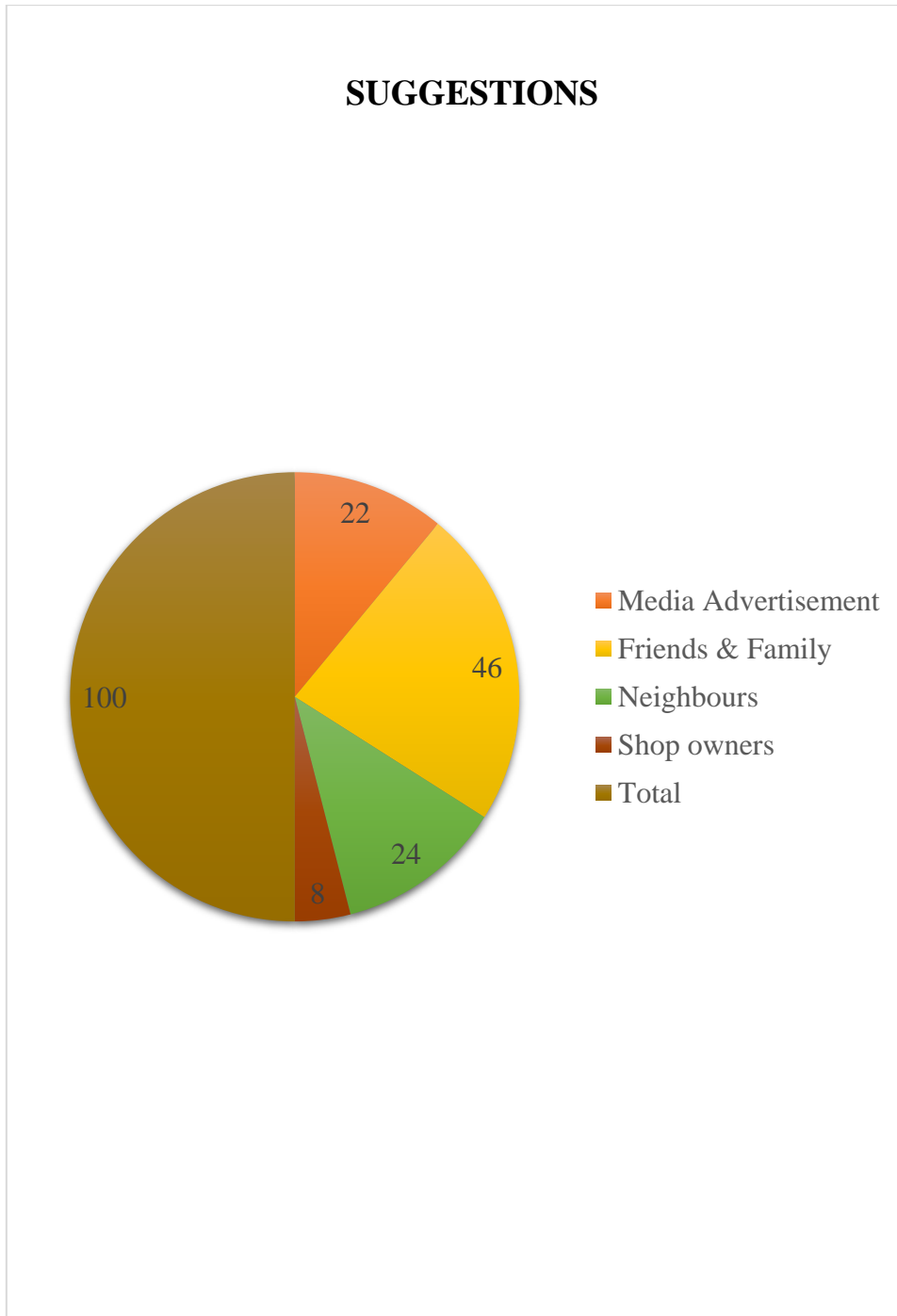


TABLE 4.1.8

TABLE SHOWING AMOUNT SPEND OF THE RESPONDENTS

AMOUNT SPEND	NO.OF. RESPONDENTS	PERCENTAGE
Below 500	45	45%
501 - 1000	33	33%
1001 - 1500	18	18%
Above 1500	4	4%
Total	100	100%

Source: Primary Data

INTERPRETATION

The table No 4.8 shows the classification of the respondents based on their amounts spend. It has been found that 45% of the respondents are belong to below 500 next 33% of the respondents are belong to 501-1000, 18% of the respondents are belong to 1001-1500 and 4% of the respondents are belong to above 1500.

Majority (45%) of the respondents belongs to Below 500.

CHART 4.1.8

CHART SHOWING AMOUNT SPEND OF THE RESPONDENTS

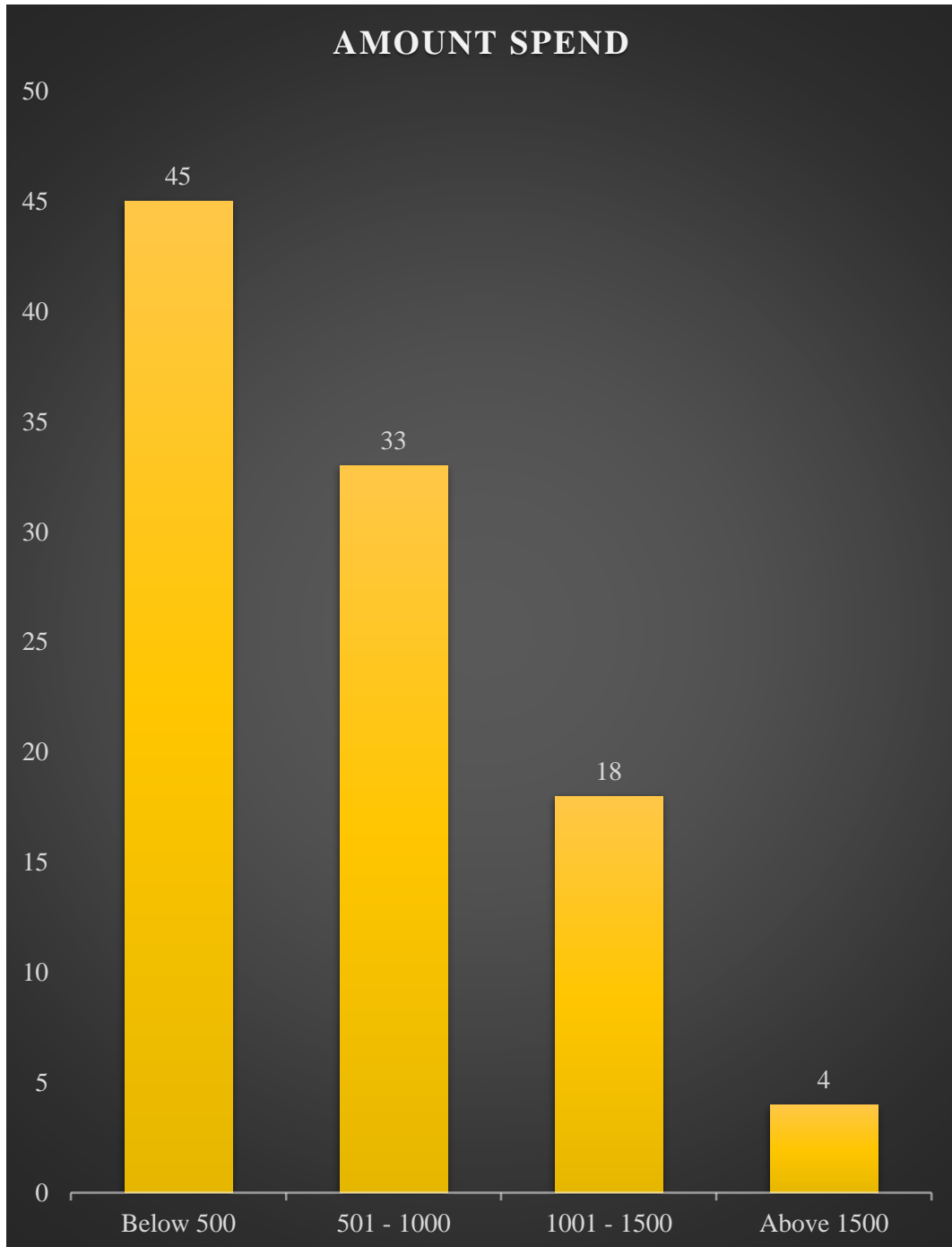


TABLE 4.1.9

TABLE SHOWING PRODUCT SUITS THE BUDGET OF THE RESPONDENTS

PRODUCT SUITS YOUR BUDGET	NO.OF. RESPONDENTS	PERCENTAGE
Yes	97	97%
No	3	3%
Total	100	100%

Source: Primary Data

INTERPRETATION

The table No 4.9 shows the classification of the respondents based on their product suits your budget. It has been found that 97% of the respondents are belongs to Yes and 3% of the respondents are belong to No.

Majority (97%) of the respondents belong to Yes.

CHART 4.1.9

CHART SHOWING PRODUCT SUITS THE BUDGET OF THE RESPONDENTS

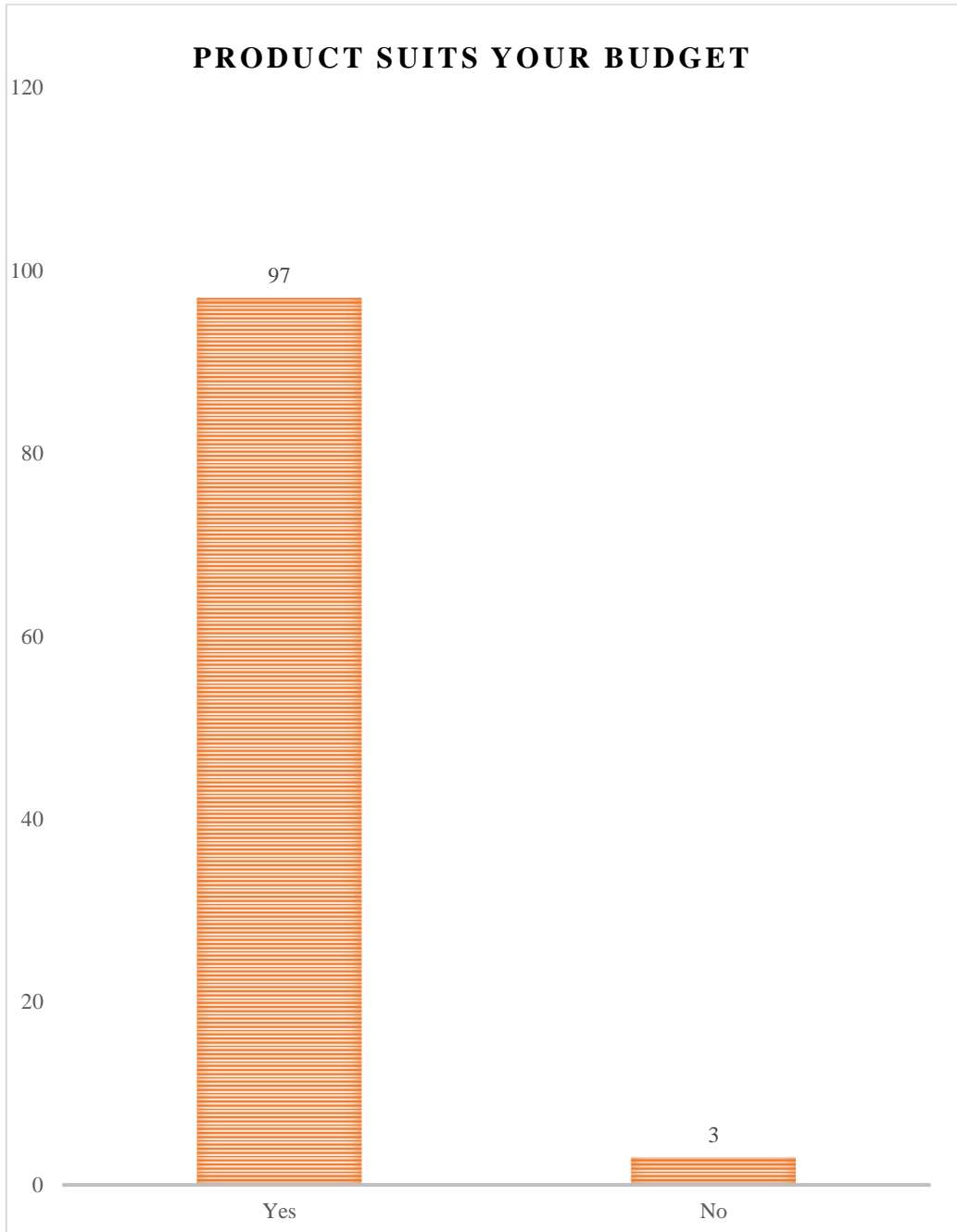


TABLE 4.1.10

TABLE SHOWING PLACE OF PURCHASE OF THE RESPONDENTS

PLACE OF PURCHASE	NO.OF. RESPONDENTS	PERCENTAGE
Super markets	30	30%
Departmental store	36	36%
Ice cream parlour	26	26%
Hatsun showroom	8	8%
Total	100	100%

Source: Primary Data

INTERPRETATION

The table No 4.10 shows the classification of respondents based on their place of purchase. It has been found that 30% of the respondents are belong to the supermarket next 36% of the respondents are belong to the departmental store, 26% of the respondents are belong to the ice cream parlour and 8% of the respondents are belong to Hatsun showroom.

Majority (36%) of the respondents belong to department Store.

CHART 4.1.10

CHART SHOWING PLACE OF PURCHASE OF THE RESPONDENTS

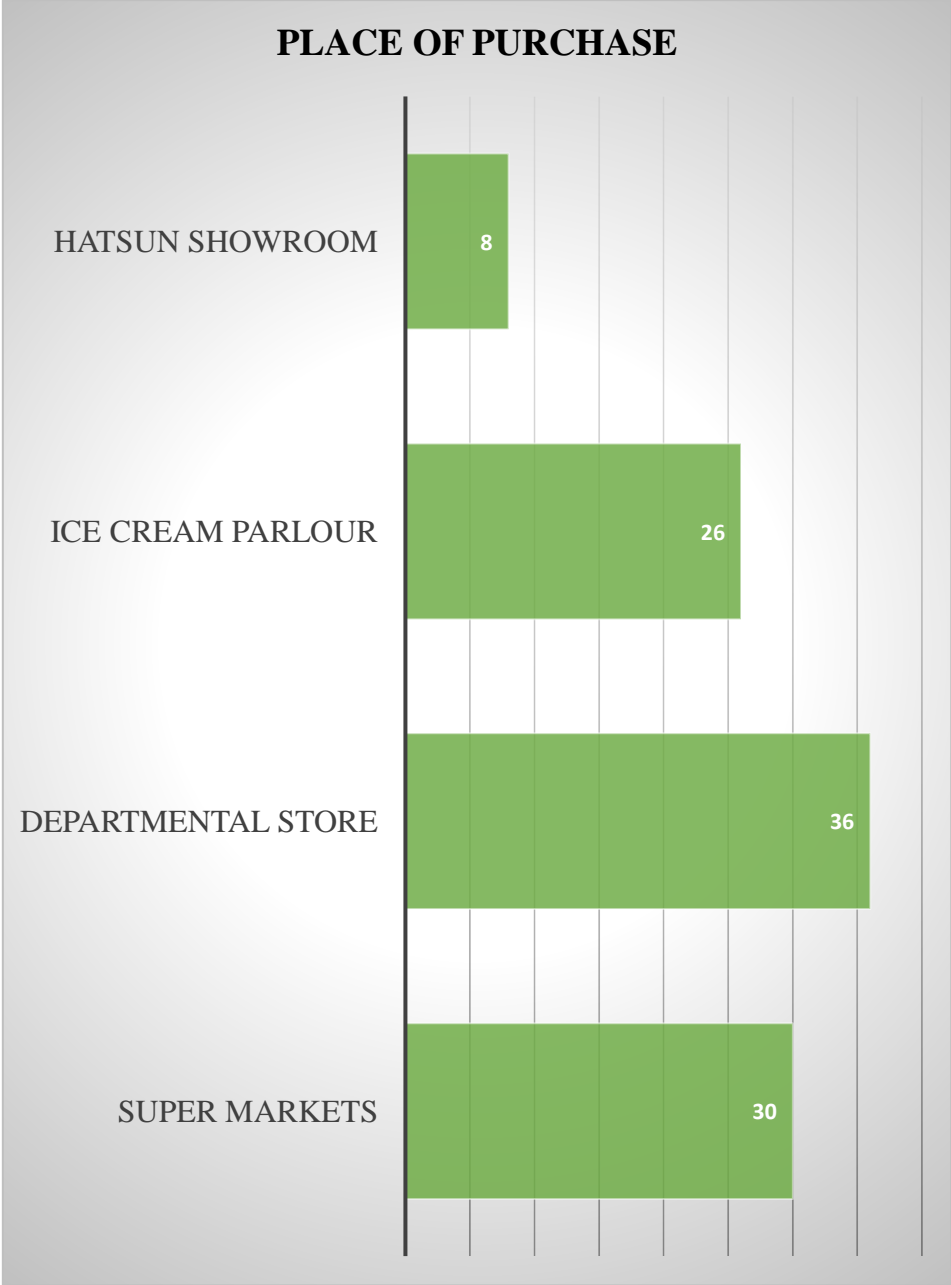


TABLE 4.1.11

TABLE SHOWING REASON FOR BUYING OF THE RESPONDENTS

REASON FOR BUYING	NO.OF. RESPONDENTS	PERCENTAGE
Taste	34	34%
Quality	41	41%
Price	17	17%
Availability	8	8%
Total	100	100%

Source: Primary Data

INTERPRETATION

The table No 4.11 shows the classification of respondents based on their reason for buying within the sample size of 100. It has been found that 34% of the respondents are belong to taste next 41% of the respondents are belongs to Quality, 17% of the respondents are belong to price and 8% of the respondents are belong to availability.

Majority (41%) of the respondents belongs to Quality.

CHART 4.1.11

CHART SHOWING REASON FOR BUYING OF THE RESPONDENTS

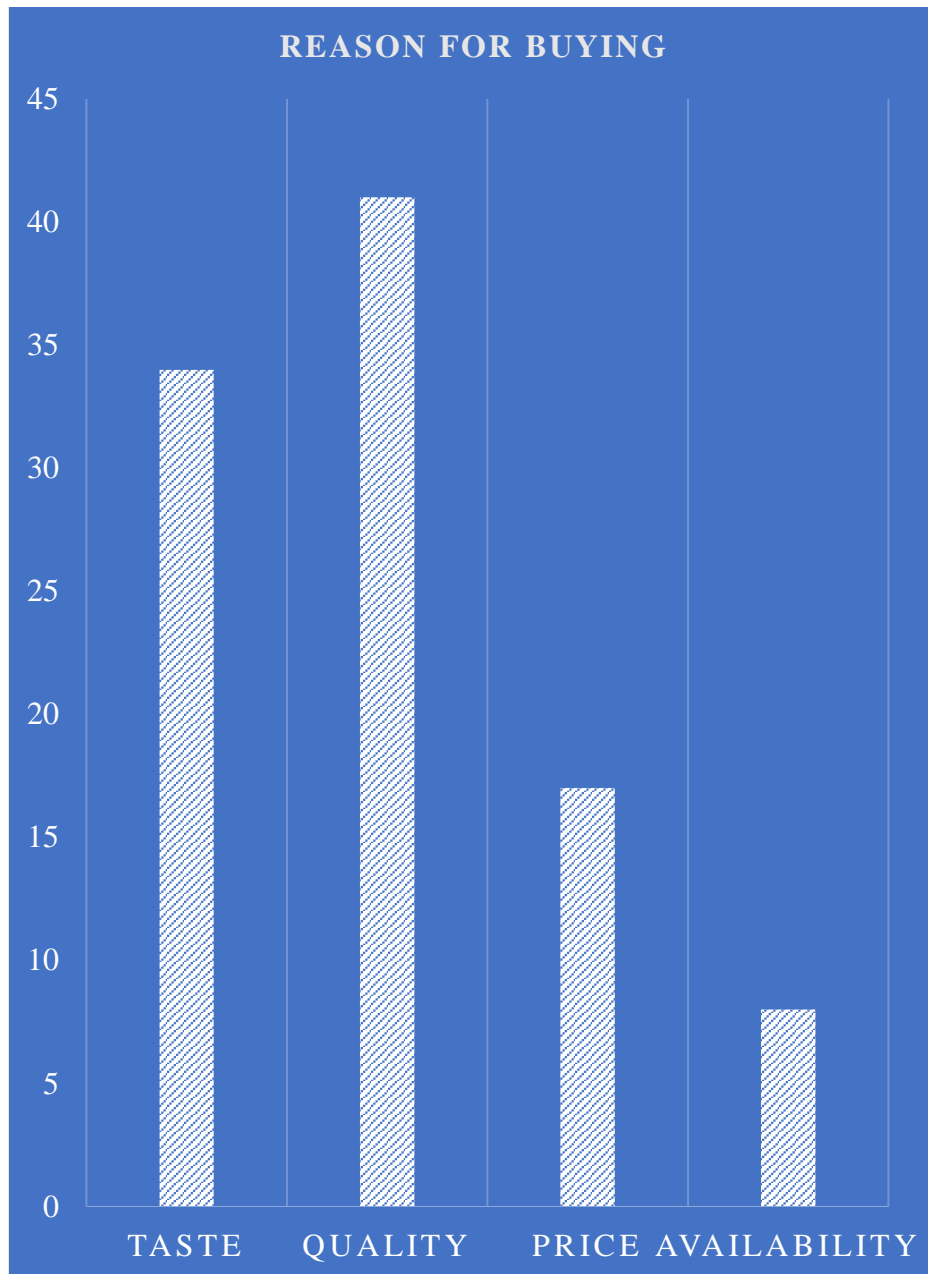


TABLE 4.1.12

TABLE SHOWING PREFERENCE OF HATSUN PRODUCT OF THE RESPONDENTS

PREFERENCE OF HATSUN PRODUCT	NO.OF. RESPONDENTS	PERCENTAGE
Hatsun curd	38	38%
Hatsun panner	23	23%
Arun ice cream	31	31%
Arokya milk	8	8%
Total	100	100%

Source: Primary Data

INTERPRETATION

The table No 4.12 shows the classification of respondents based on their preference of Hatsun product. It has been found that 38% of the respondents are belong to Hatsun curd next 23% of the respondent are belong to Hatsun panner, 31% of the respondents are belong to Arun ice cream and 8% of the respondents are belong to Arokya milk.

Majority (38%) of the respondent belongs to Hatsun curd.

CHART 4.1.12

CHART SHOWING PREFERENCE OF HATSUN PRODUCT OF THE RESPONDENTS

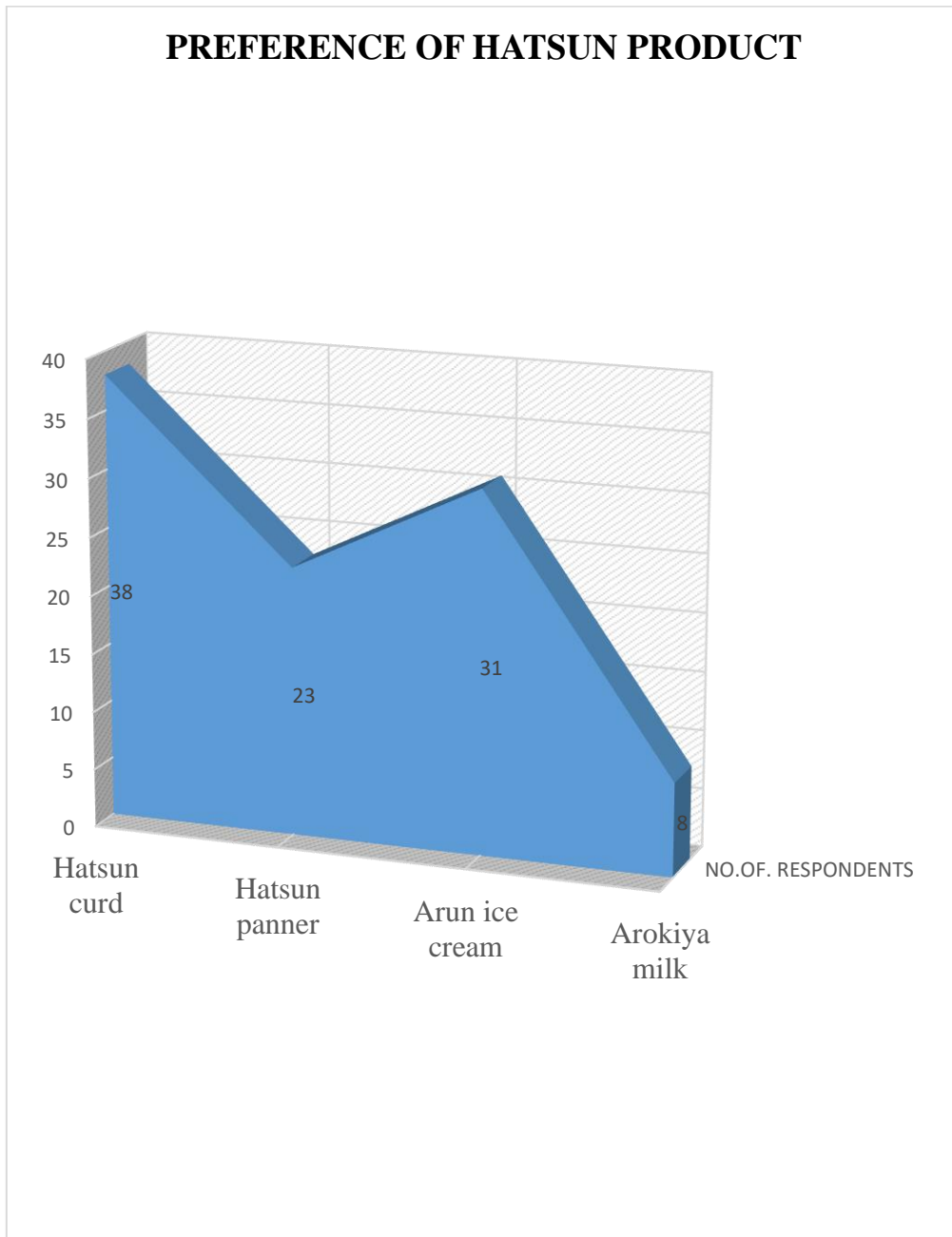


TABLE 4.1.13

**TABLE SHOWING PREFERENCE OF AROKYA MILK PACKET OF
THE RESPONDENTS**

PREFERENCE OF AROKYA MILK PACKET	NO.OF. RESPONDENTS	PERCENTAGE
Double toned diet milk	24	24%
Standardized milk	36	36%
Full cream milk	30	30%
Toned Diet milk	10	10%
Total	100	100%

Source: Primary Data

INTERPRETATION

The table No 4.13 shows the classification of respondents based on their preference of Arokya milk packet. It has been found that 24% of the respondents are belong to double toned diet milk next 36% of the respondents are belong to standardized milk, 30% of their respondents are belong to full cream of the respondents are belong to toned diet milk.

Majority (36%) of the respondents belongs to standardized milk.

CHART 4.1.13

CHART SHOWING PREFERENCE OF AROKYA MILK PACKET OF THE RESPONDENTS

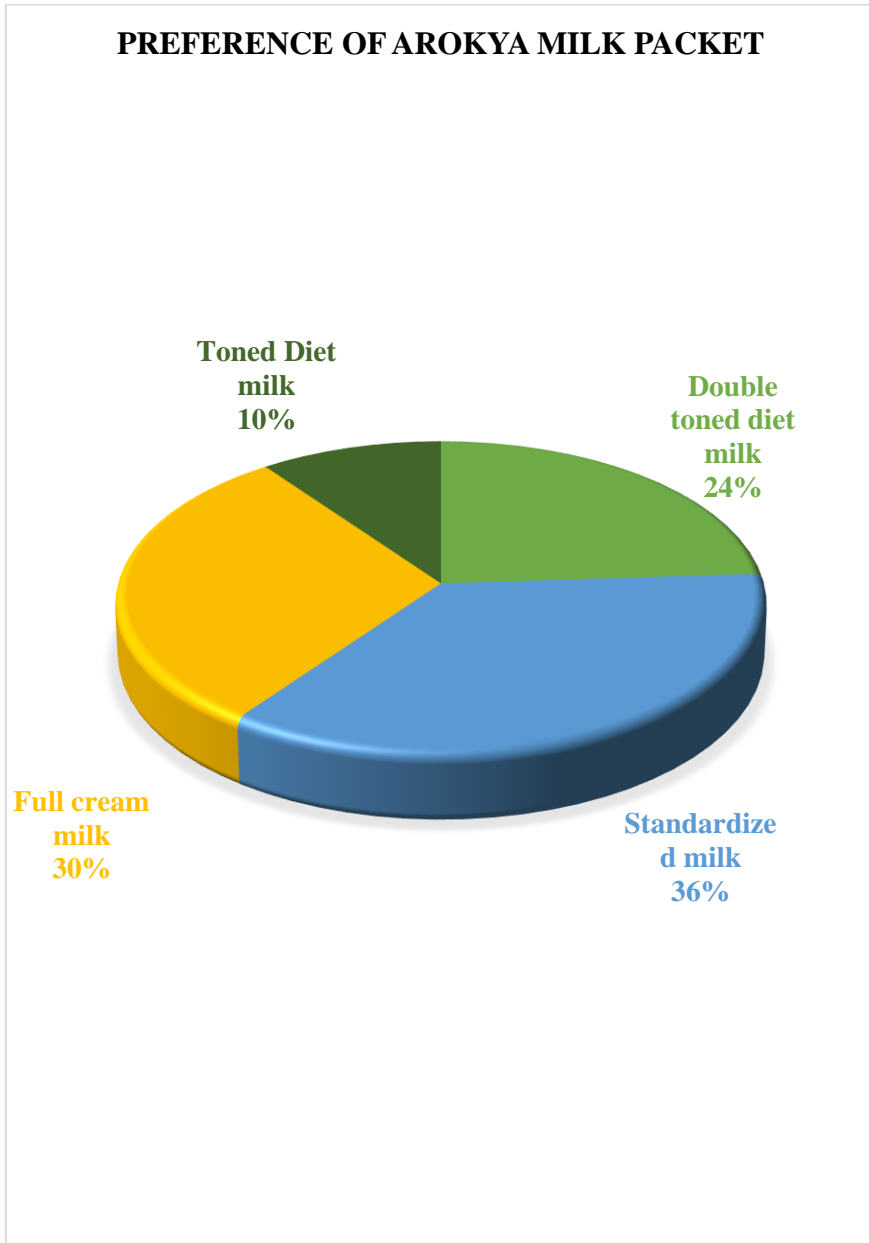


TABLE 4.1.14

TABLE SHOWING PREFERENCE OF ARUN ICE CREAM OF THE RESPONDENTS

PREFERENCE OF AURN ICE CREAM	NO.OF. RESPONDENTS	PERCENTAGE
Strawberry & mango	14	14%
Black current & vennila	39	39%
Butterscotch & chocolate	39	39%
Almond & crisp	8	8%
Total	100	100%

Source: Primary Data

INTERPRETATION

The table No 4.14 shows the classification of respondents based on their preference of Arun ice cream. It has been found that 14% of the respondents are belong to strawberry and mango next 39% of the respondent are belong to black current and vanilla, 39% of the respondents are belong to butterscotch and chocolate and 8% of the respondents are belong to almond and crisp.

Majority (39%) of the respondents belongs to both black current & vanilla and butterscotch & chocolate.

CHART 4.1.14

CHART SHOWING PREFERENCE OF ARUN ICE CREAM OF THE RESPONDENTS

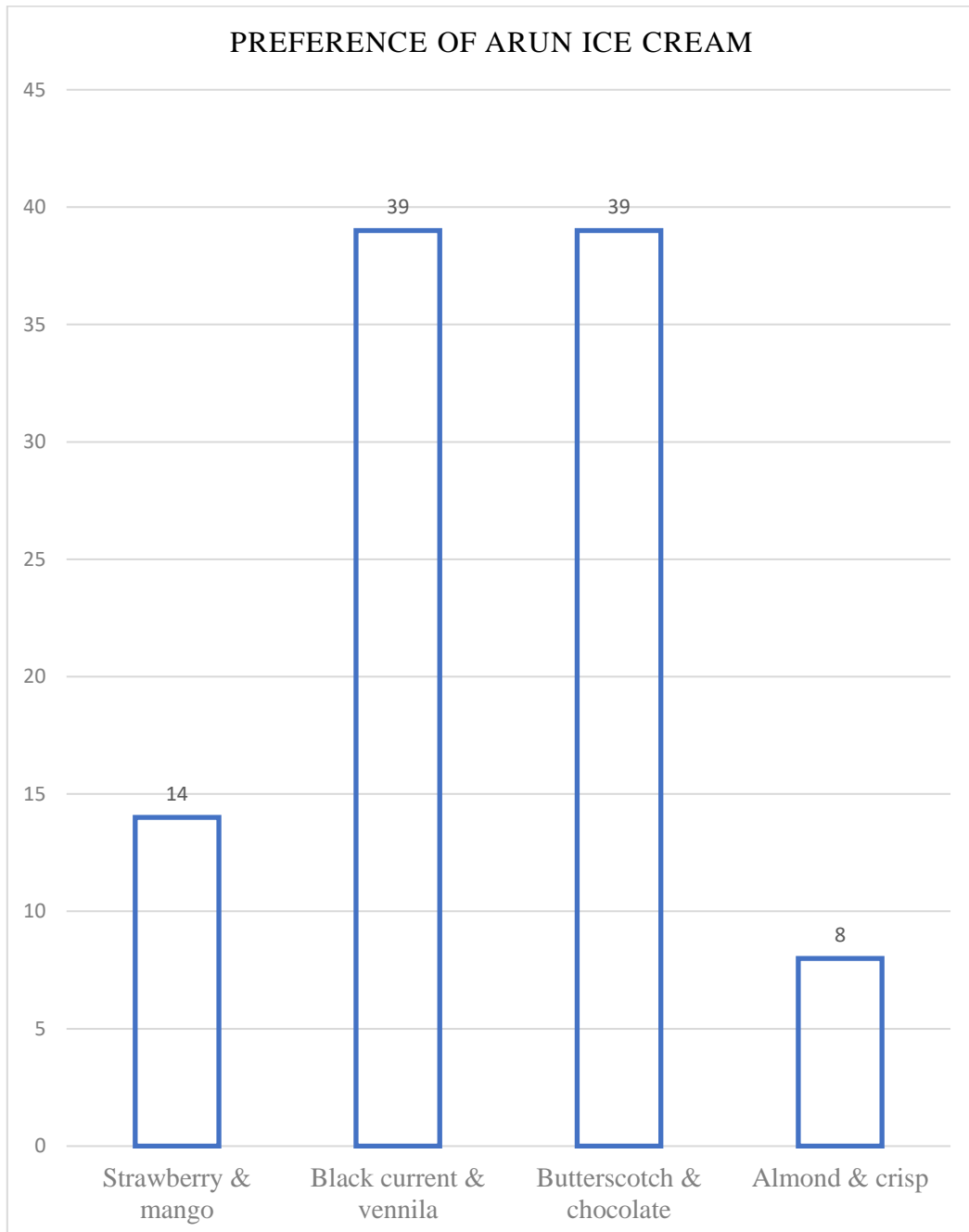


TABLE 4.1.15

**TABLE SHOWING READ INGREDIENTS LIST OF THE
RESPONDENTS**

READ INGREDIENTS LIST	NO.OF. RESPONDENTS	PERCENTAGE
Always	34	34%
Often	36	36%
Rarely	24	24%
Never	6	6%
Total	100	100%

Source: Primary Data

INTERPRETATION

The table No 4.15 shows the classification of respondents based on their reading ingredients list. It has been found that 34% of the respondents are belong to always next 36% of the respondents are belong to often, 24% of the respondents are belong to Rarely and 6% of the respondents are belong to never.

Majority (36%) of the respondents belongs to often.

CHART 4.1.15

CHART SHOWING READ INGREDIENTS LIST OF THE RESPONDENTS

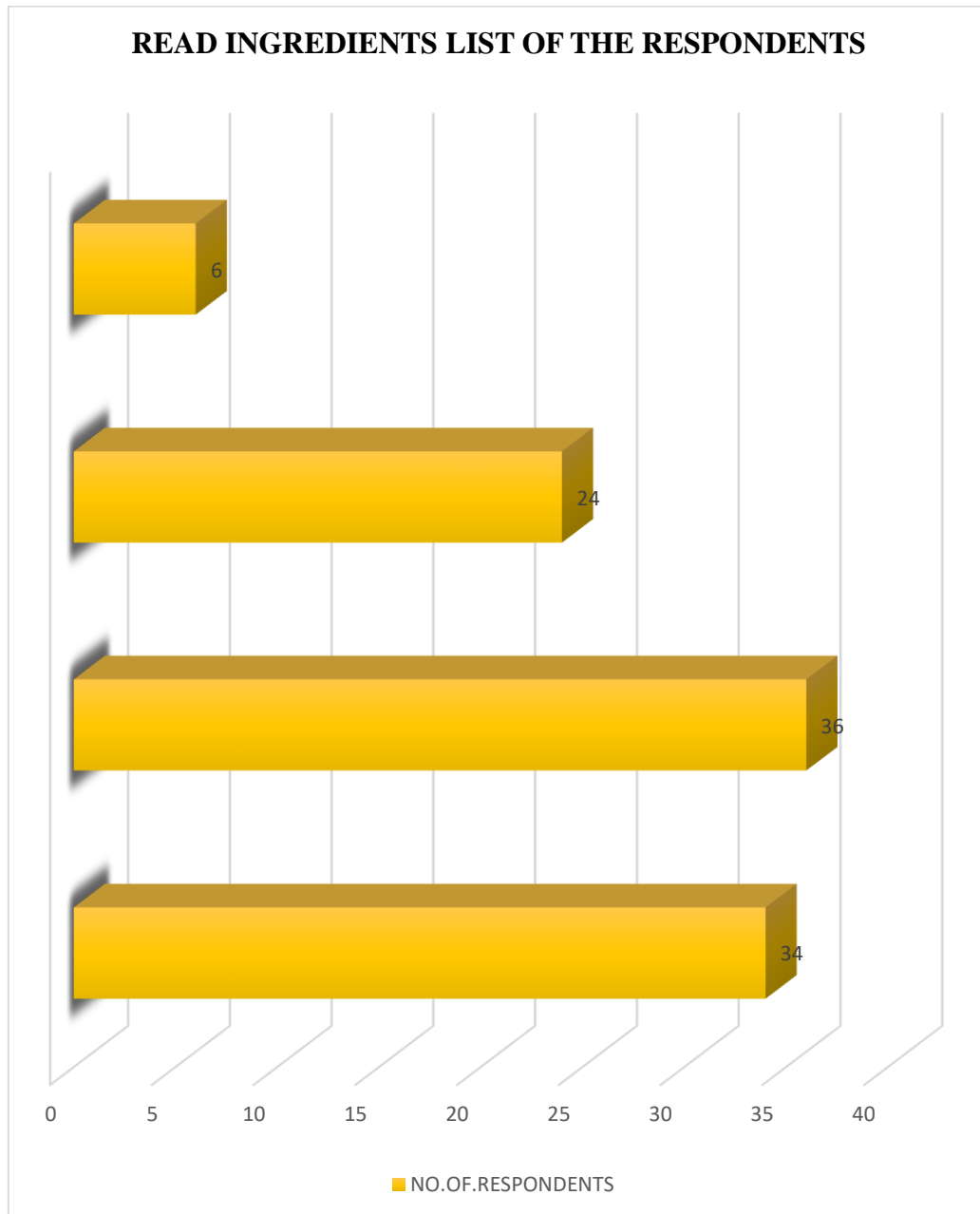


TABLE 4.1.16

TABLE SHOWING NOTICE OF EXPIRY DATE OF THE RESPONDENTS

NOTICE OF EXPIRY DATE	NO.OF. RESPONDENTS	PERCENTAGE
Strongly agree	39	39%
Agree	43	43%
Neutral	13	13%
Disagree	5	5%
Total	100	100%

Source: Primary Data

INTERPRETATION

The table No 4.16 shows the classification of respondents based on their notice of expiry date. It has been found that 39% of the respondents are belong to strongly agree next 43% of the respondents are belong to agree, 13% of the respondents are belong to neutral and 5% of the respondents are belong to disagree.

Majority (43%) of their respondents belongs to agree.

CHART 4.1.16

CHART SHOWING NOTICE OF EXPIRY DATE OF THE RESPONDENTS

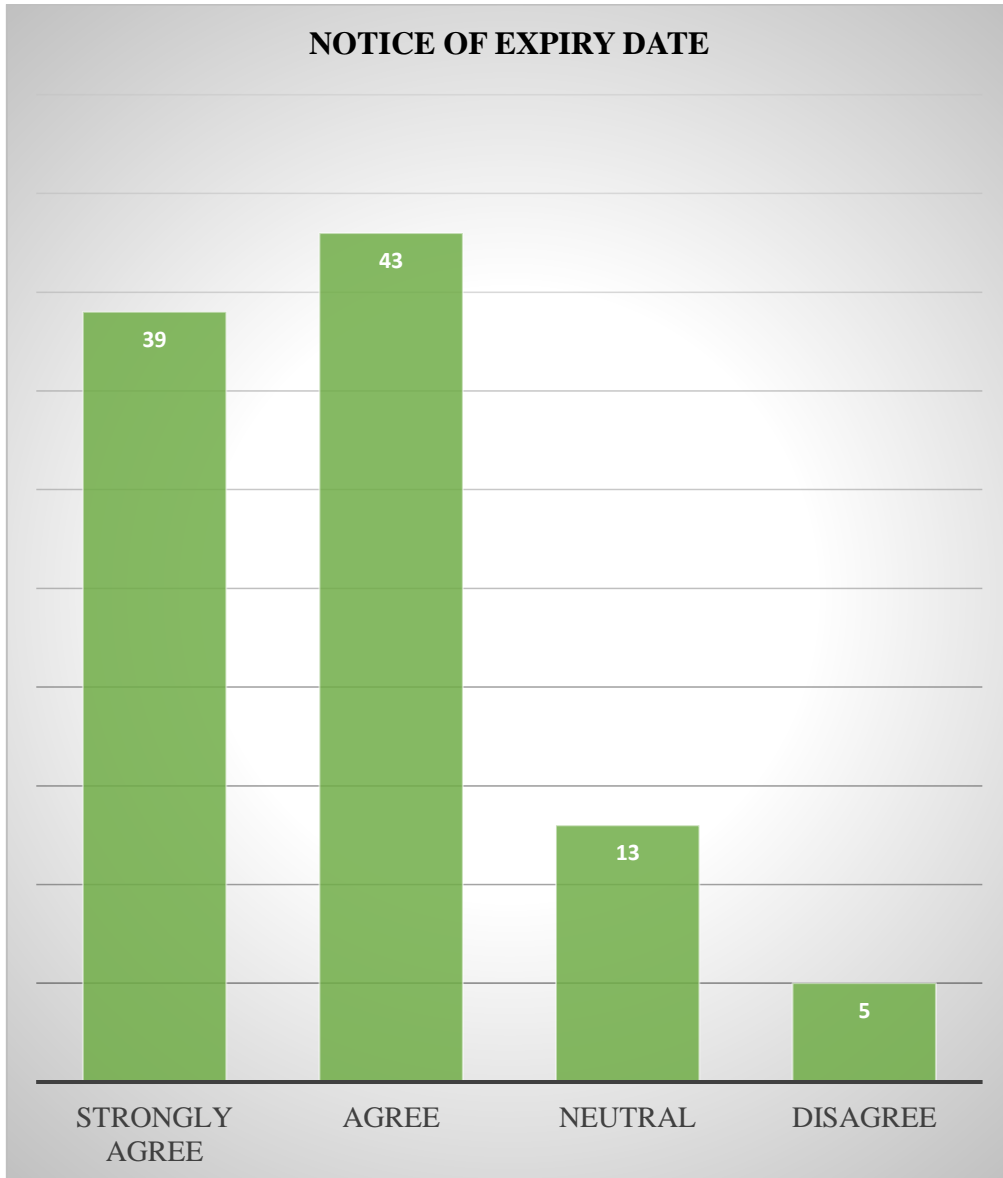


TABLE 4.1.17

TABLE SHOWING NUTRIENTS OF DAIRY PRODUCTS OF THE RESPONDENTS

NUTRIENTS OF DAIRY PRODUCTS	NO.OF. RESPONDENTS	PERCENTAGE
Very important	46	46%
Important	40	40%
Moderately important	12	12%
Unimportant	2	2%
Total	100	100%

Source: Primary Data

INTERPRETATION

The table No 4.17 shows the classification of respondents based on their nutrition of dairy products. It has been found that 46% of the respondents are belong to very important next 40% of the respondents are belong to important, 12% of the respondents are belong to moderately important and 2% of the respondents are belong to Unimportant.

Majority (46%) of the respondents belongs to very important.

CHART 4.1.17

CHART SHOWING NUTRIENTS OF DAIRY PRODUCTS OF THE RESPONDENTS

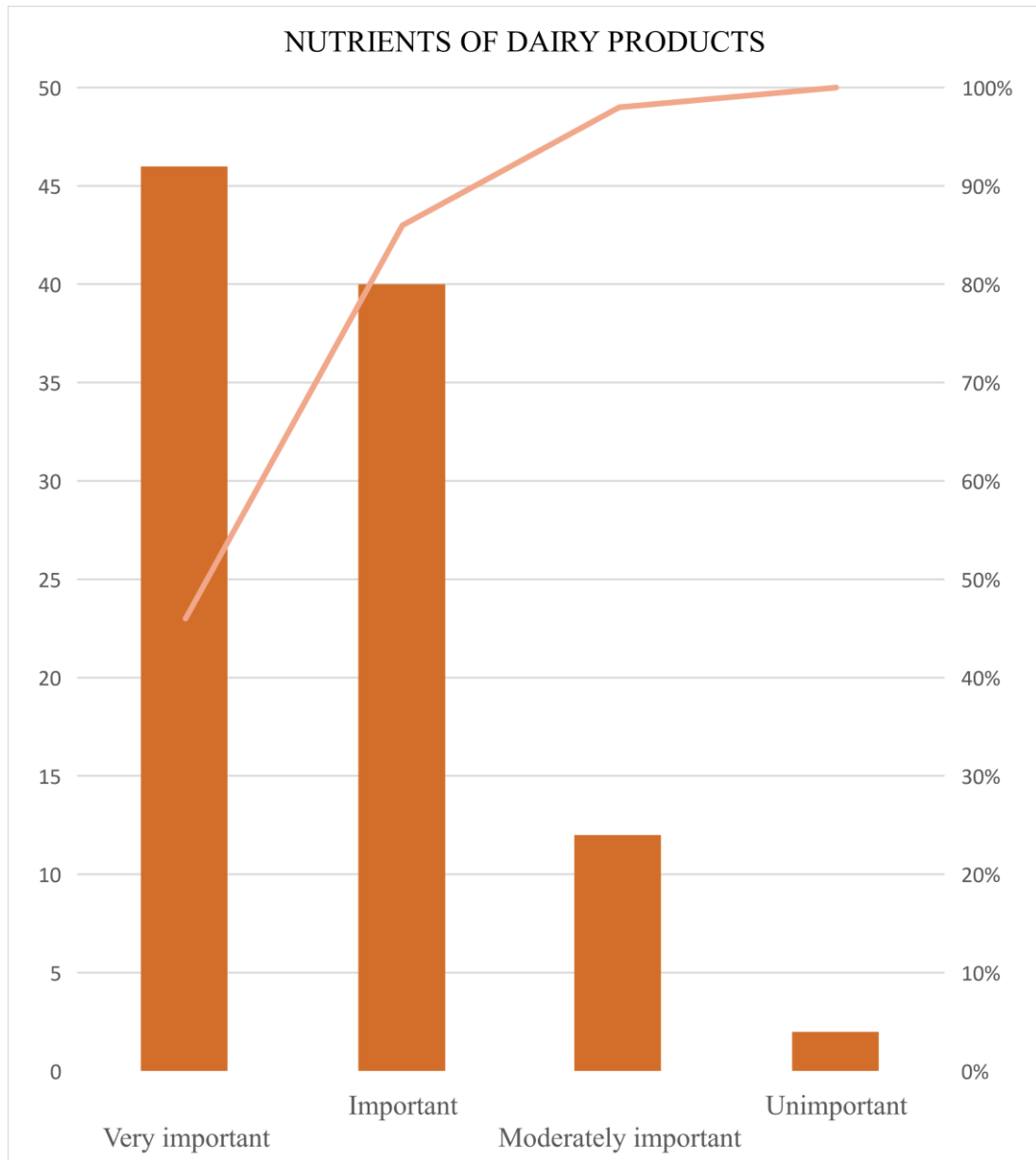


TABLE 4.1.18

TABLE SHOWING PRICE OF HATSUN PRODUCTS OF THE RESPONDENTS

PRICE OF HATSUN PRODUCTS	NO.OF. RESPONDENTS	PERCENTAGE
Expensive	29	29%
Moderate	52	52%
Cheap	11	11%
None	8	8%
Total	100	100%

Source: Primary Data

INTERPRETATION

The table No 4.18 shows the classification of respondents based on their price of Hatsun products. It has been found that 29% of the respondents are belong to expensive next 52% of the respondents are belong to moderate, 11% of the respondents are belong to cheap and 8% of the respondents are belong to none.

Majority (52%) of the respondents belongs to moderate.

CHART 4.1.18

CHART SHOWING PRICE OF HATSUN PRODUCTS OF THE RESPONDENTS

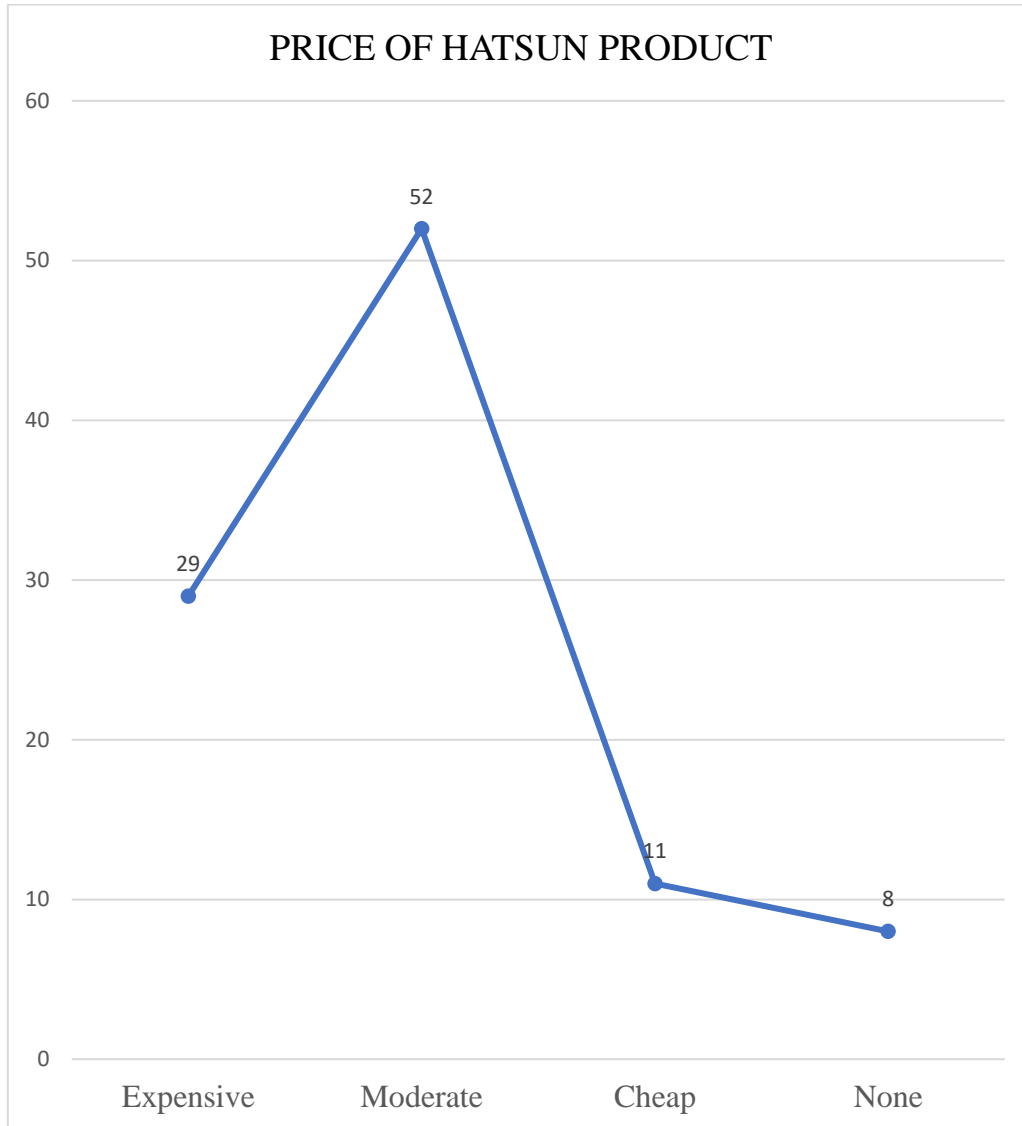


TABLE 4.1.19

TABLE SHOWING RAISE IN PRODUCT PRICE OF THE RESPONDENTS

RAISE IN PRODUCT PRICE	NO.OF. RESPONDENTS	PERCENTAGE
Yes	47	47%
No	18	18%
May be	35	35%
Total	100	100%

Source: Primary Data

INTERPRETATION

The table No 4.19 shows the classification of respondents based on their raise in product price. It has been found that 47% of the respondents are belong to Yes next 18% of the respondents are belong to No and 35% of the respondents are belong to maybe.

Majority (47%) of the respondents belongs to Yes.

CHART 4.1.19

CHART SHOWING RAISE IN PRODUCT PRICE OF THE RESPONDENTS

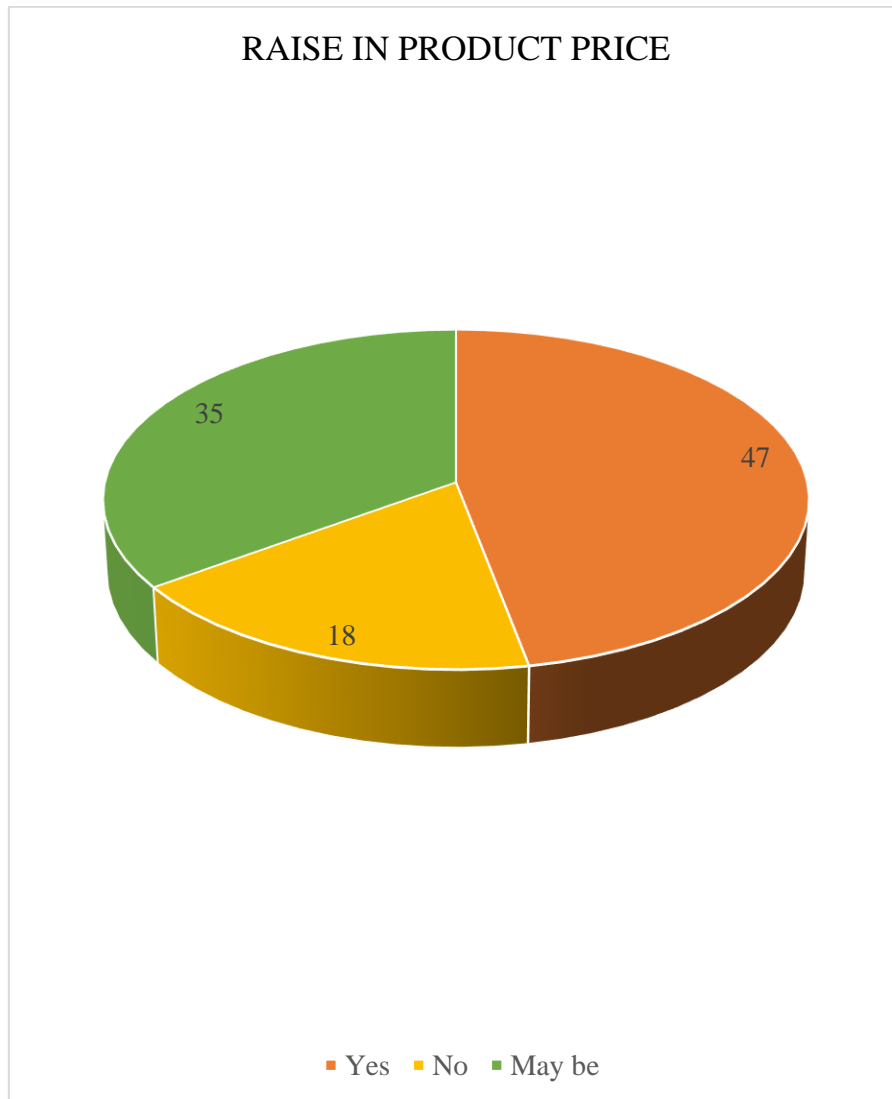


TABLE 4.1.20

TABLE SHOWING PROBLEMS FACED OF THE RESPONDENTS

PROBLEM FACED	NO.OF. RESPONDENTS	PERCENTAGE
High price	28	28%
Excessive fat content	46	46%
Digest problem	16	16%
Non - availability	10	10%
Total	100	100%

Source: Primary Data

INTERPRETATION

The table No 4.20 shows the classification of respondents based on their problem faced. It has been found that 20% of the respondents are belong to high price next 46% of the respondents are belong to excessive fat content, 16% of the respondents are belong to digest problem and 10% of the respondents are belong to non-availability.

Majority (46%) of the respondents belongs to excessive fat content.

CHART 4.1.20

CHART SHOWING PROBLEMS FACED OF THE RESPONDENTS

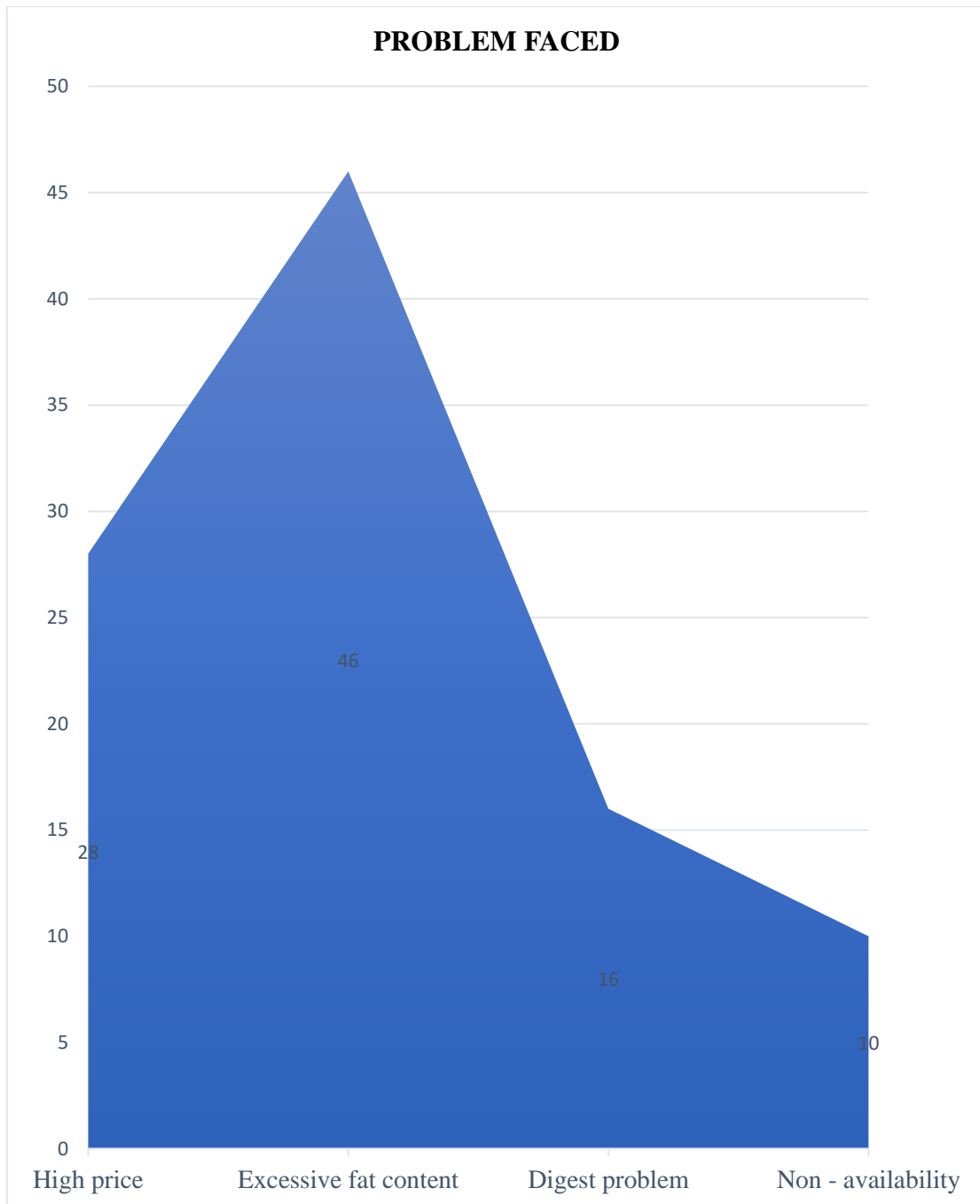


TABLE 4.1.21

**TABLE SHOWING ELEMENTS TO INCREASE BUYING BEHAVIOUR
OF THE RESPONDENTS**

ELEMENTS TO INCREASE BUYING BEHAVIOUR	NO.OF. RESPONDENTS	PERCENTAGE
Subsidiary products	26	26%
New dairy varieties	42	42%
Cost reduction	23	23%
Discount	9	9%
Total	100	100%

Source: Primary Data

INTERPRETATION

The table No 4.21 shows the classification of respondents based on their elements to increase buying behaviour. It has been found that 26% of the respondents are belong to subsidiary product next 42% of the respondents are belong to new dairy varieties, 23% of the respondents are belong to cost reduction and 9% of the respondents are belong to discount.

Majority (42%) of the respondents belong to new dairy varieties.

CHART4.1.21

**CHART SHOWING ELEMENTS TO INCREASE BUYING BEHAVIOUR
OF THE RESPONDENTS**

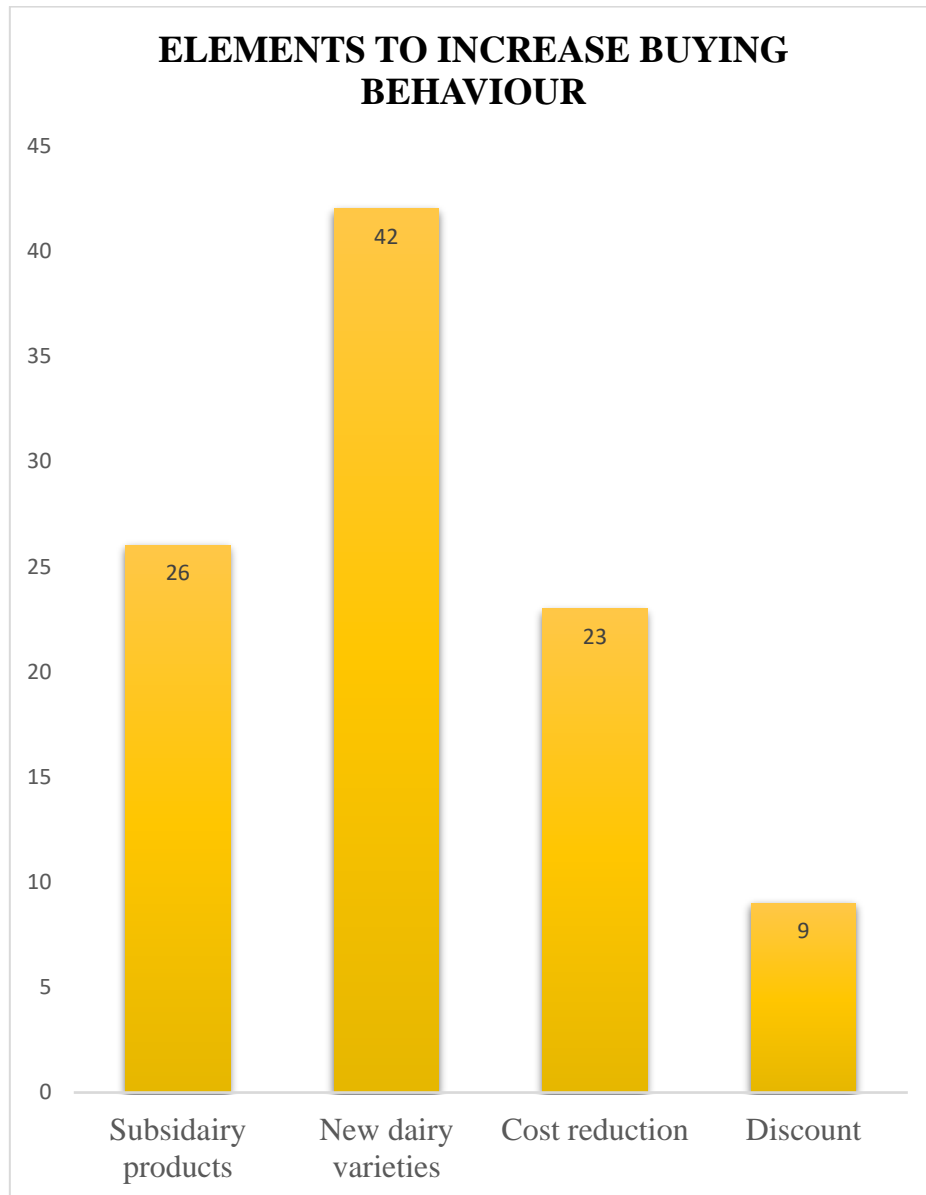


TABLE 4.1.22

TABLE SHOWING RECOMMEND PRODUCT TO OTHERS

RECOMMEND PRODUCT TO OTHERS	NO.OF. RESPONDENTS	PERCENTAGE
Yes, definitely	72	72%
Probably	25	25%
Definitely not	3	3%
Total	100	100%

Source: Primary Data

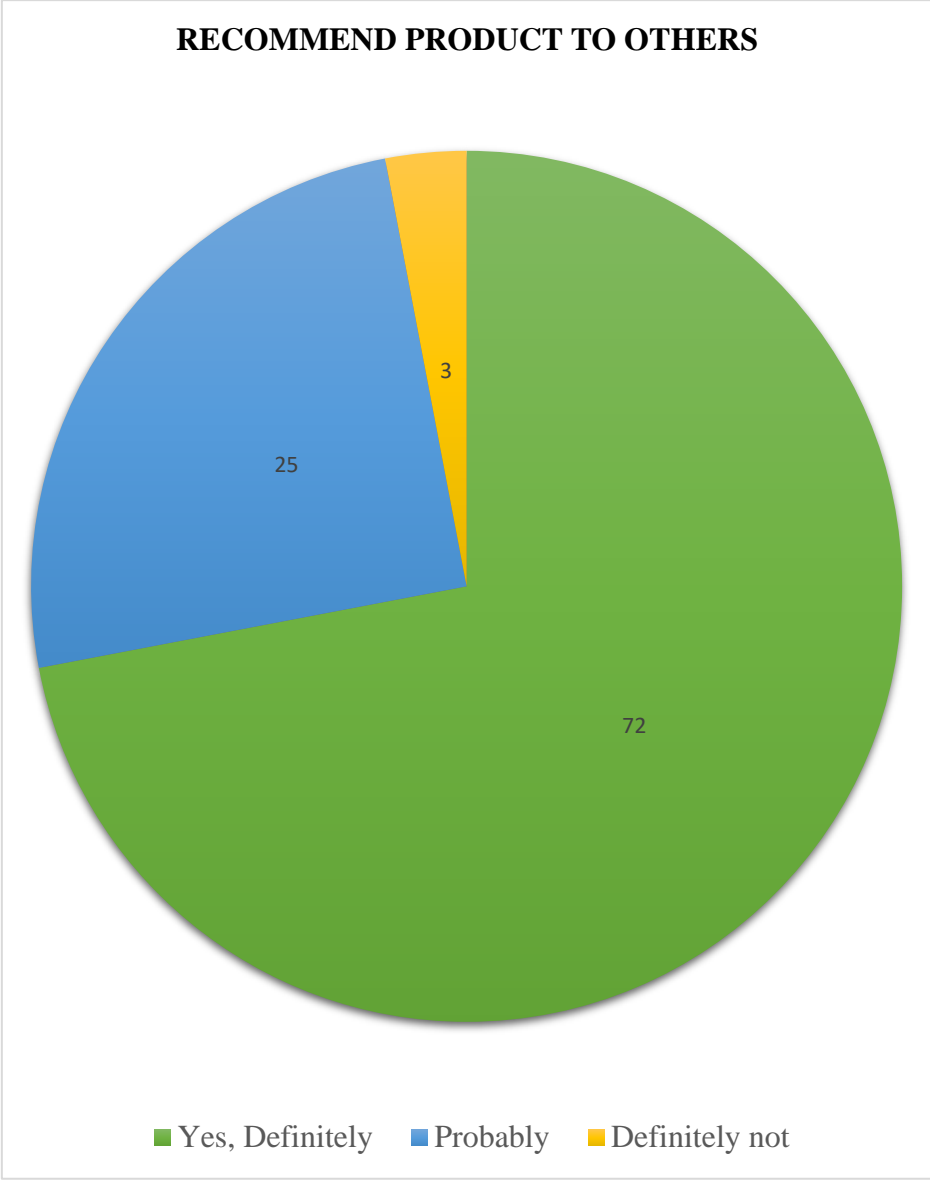
INTERPRETATION

The table No 4.22 shows the classification of respondents based on their recommend product to others. It has been found that 72% of the respondents are belong to Yes, definitely next 25% of the respondents are belong to probably and 3% of the respondents are belong to definitely not.

Majority (72%) of the respondents belongs to Yes, definitely.

CHART 4.1.22

CHART SHOWING RECOMMEND PRODUCT TO OTHERS



4.2 CHI SQUARE

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

There are two commonly used Chi-square tests:

The Chi-square goodness of fit test and the Chi-square test of independence. Both tests involve variables that divide your data into categories.

Null hypothesis (H₀): There is no association between Monthly income and amount spend per month for the product.

Alternative hypothesis (H₁): There is association between Occupation and Nutrients of Dairy product

TABLE 4.2.1

Monthly Income * How much Amount do you spend on Hatsun dairy product

Crosstabulation

Count		Amount spend per month for Hatsun dairy product				Total
		Below 500	501 - 1000	1001 - 1500	Above 1500	
Monthly Income	Below 5000	24	6	4	0	34
	5000-10000	3	8	2	0	13
	10000-20000	6	7	4	1	18
	Above 20000	12	12	8	3	35
Total		45	33	18	4	100

Table reveals that the classification of respondents based on monthly income and amount spent on Hatsun dairy product by the respondents within the sample size of 100. 34 respondents have a monthly income below 5000 in which 24 respondents spend amount on product Below 500 per month, 6 respondents spend amount on product 500 – 1000 per month and 4 respondents spend amount on product 1001 – 1500 per month. 13 respondents have a monthly income 5000 – 10000 in which 3 respondents spend amount on product Below 500 per month, 8 respondents spend amount on product 501 – 1000 per month and 2 respondents spend amount on product 1001 – 1500 per month. 18 respondents have a monthly income 10000 – 20000 in which 6 respondents spend amount on product Below 500 per month, 7 respondents spend amount on product 501 – 1000 per month, 4 respondents spend amount on product 1001 – 1500 per month and 1 respondent spend amount on product Above 1500 per month. 35 respondents have a monthly income Above 20000 in which 12 respondents spend amount on product below 500 per month, 12 respondents spend amount on product 501 – 1000 per month, 8 respondents spend amount on product 1001 – 1500 per month and 3 respondents spend amount on product Above 1500 per month.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.855a	9	0.026
Likelihood Ratio	19.858	9	0.019
Linear-by-Linear Association	9.465	1	0.002
N of Valid Cases	100		

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is .52.

INTERPRETATION

Since the value of p is greater than 0.05 ($p > 0.05$), the Null hypothesis is Accepted and there is no significant between Monthly income and Amount spend on Hatsun dairy product per month.

Hence, the null hypothesis is accepted at 5% significant level.

TABLE 4.2.2**Occupation * How important you consider nutrients of dairy products meet the health requirements of consumer Crosstabulation**

Count		Nutrients of dairy products meet the health requirements of consumer				Total
		Very important	Important	Moderately important	Unimportant	
Occupation	Student	23	9	1	0	33
	House wife	4	8	3	0	15
	Government/Private employee	15	18	7	0	40
	Entrepreneurs	4	5	1	2	12
Total		46	40	12	2	100

Table reveals that the classification of respondents based on Occupation and Nutrients of dairy product meet health requirement of respondent within the sample size of 100. 33 respondents from Occupation belongs to Student in which 23 respondents consider it as Very important, 9 respondents consider it as Important and 1 respondent consider it as Moderately important. Next 15 respondent from Occupation belongs to House wife in which 4 respondents consider it as Very important, 8 respondents consider it as Important and 3 respondents consider it as Moderately important. Next 40 respondents from Occupation belongs to Government/ Private employee in which 15 respondents consider it as Very important, 18 respondents consider it as Important and 7 respondents consider it as Moderately important. Finally 12 respondents from Occupation belongs to Entrepreneurs in which 4 respondents consider it as Very Important, 5 respondents consider it as Important, 1 respondent consider it as Moderately important and 2 respondents consider it as Unimportant.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	27.377a	9	0.001
Likelihood Ratio	21.75	9	0.01
Linear-by-Linear Association	9.981	1	0.002
N of Valid Cases	100		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .24.

INTERPRETATION

Since the value of p is lesser than 0.05 ($p < 0.05$), the Alternative Hypothesis is Accepted and there is a significant between Occupation and Nutrients of dairy product

Hence, the null hypothesis is not accepted at 5% significant level.

4.3 RANKING

TABLE 4.3.1

TABLE SHOWING WHAT ATTRACTS TO USE THE PRODUCT

S. No	Categories	Score		Rank
		Total	Mean	
1	Quality	197	1.97	1
2	Taste & flavour	196	1.96	2
3	Packing	189	1.89	3
4	Price & offers	179	1.79	4
5	Easy availability of product	171	1.71	5

INTERPRETATION

The table 4.3.1 Provides the mean score on what attracts to use the product. The mean score on attraction of the product ranges from 1.97 to 1.71. The respondents have assigned the highest mean score for the 'Quality' followed by 'Taste & Flavour', 'Packing', 'Price & offers' and 'Easy availability of product'. It can be concluded that majority of the respondents' what attracts to use the product are Quality, Taste & Flavour, Packing and they give an opinion stating that their attraction towards the Hatsun dairy product has been fulfilled.

4.4 CORRELATION

TABLE 4.4.1

Analysis of the correlation between the occupation and suggestions of the product.

Correlations		Occupation	Who suggest you to buy Hatsun dairy products
Occupation	Pearson Correlation	1	.344*
	Sig. (2-tailed)		0
	N	100	100
Who suggest you to buy Hatsun dairy products	Pearson Correlation	.344*	1
	Sig. (2-tailed)	0	
	N	100	100

INTERPRETATION

The correlation was performed between the occupation of the respondent and suggested to the respondents to buy Hatsun dairy product within the sample size of 100. Since the Correlation coefficient is 0.344, Analyse concludes that there is a positive correlation between occupation and suggestion of the product.

CHAPTER V

CHAPTER V

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

5.1.1 PERCENTAGE ANALYSIS

- 53% of the respondents belong to the 18 to 29 years.
- 59% of the respondents belong to female.
- 50% of the respondents belongs to both unmarried and married.
- 40% of the respondents belongs to the government / private employee.
- 35% of the respondents belongs to the above 20000.
- 98% of the respondents belongs to Yes.
- 46% of the respondents belong to friends and family.
- 45% of the respondents belongs to Below 500.
- 97% of the respondents belong to Yes.
- 36% of the respondents belong to department Store.
- 41% of the respondents belongs to Quality.
- 38% of the respondent belongs to Hatsun curd.
- 36% of the respondents belongs to standardized milk.
- 39% of the respondents belongs to both black current & vanilla and Butterscotch & chocolate.
- 36% of the respondents belongs to often.
- 43% of the respondents belongs to agree.
- 46% of the respondents belongs to very important.
- 52% of the respondents belongs to moderate.
- 47% of the respondents belongs to Yes.
- 46% of the respondents belongs to excessive fat content.
- 42% of the respondents belong to new dairy varieties.
- 72% of the respondents belongs to Yes, definitely.

5.1.2 CHI – SQUARE

- Therefore, there is no association between Monthly Income and Amount spend on Hatsun dairy product.
- Therefore, there is association between Occupation and Nutrients of dairy product

5.1.3 CORRELATION ANALYSIS

Correlation coefficient is 0.344, Thus there is a positive correlation between occupation and suggestion of the product.

5.2 SUGGESTION

The following recommendation is made for the improvement of customer buying behaviour and brand preference of Hatsun Agro product in the Coimbatore city.

- ❖ Hatsun should ensure that its dairy products meet the highest quality standards.
- ❖ The consumer should prefer a number of different flavours other than trying the regular flavour.
- ❖ In marital status there are equal number of married and unmarried consumers prefer Hatsun Agro products.
- ❖ The company should improve the thickness of the toned milk
- ❖ There should be some improvement in the place of price and quantity, because the consumer finds it more costly.
- ❖ The company should take necessary steps to concentrate on better distribution channel in Coimbatore city.
- ❖ More number of retail outlets to be opened in rural areas to attract more customers.
- ❖ Effective marketing and campaigning should be done to yield a number of Customers.
- ❖ The company should provide some new dairy varieties to their consumer for increasing buying behaviour.
- ❖ Good relation between distribution point and retailer point may be established.
- ❖ The Arun ice cream should have better advertisement in digital Ad and social media campaign than now to attract many consumers.
- ❖ There should be change in packaging of the logo design and colour of packet for the Hatsun curd.
- ❖ The company should make an improvement in the quantity of Hatsun curd for increasing the sales volume.

- ❖ Many of the respondents of private/government employee prefer Hatsun Products compared to others.
- ❖ The company should introduce more variety in flavours like adding salted caramel, matcha green tea or cookie dough.
- ❖ Arokya should provide excellent customer service, including prompt responses to customer queries, efficient delivery of products, and prompt resolution of customer complaints.

5.3 CONCLUSION

On the study of the “consumer buying behaviour on Hatsun dairy products” in Coimbatore city has provided valuable insights into the preferences and decision-making processes of consumers. The conclusion is that there is a strong preference for Hatsun dairy products among consumers in Coimbatore. It was observed that Hatsun is the market leader of dairy products.

The findings indicate that quality, price, and brand loyalty are the most significant factors influencing consumer purchasing decisions. The study revealed that consumers in Coimbatore value the availability of a wide range of dairy products and the convenience of purchasing them. Additionally, the research highlights the importance of effective packaging and competitive pricing strategies in attracting and retaining customers.

The study also reveals that Hatsun Agro’s Arokya Milk, Curd, and Ghee are the most popular products among consumers in Coimbatore city, with high satisfaction levels reported across all products. Arokya dairy products have been successful in meeting the expectations of their customers, thereby establishing themselves as a preferred choice among consumers looking for dairy products. However, the data shows that the consumers buy the Arokya milk for its taste, quality, price and availability. Many respondents feel that the price of Arokya products is too high than other milk products brands. The companies need a proper distribution network for availability of products at demand.

The findings reveal that Arun Ice Cream has a strong brand presence and customer loyalty, with consumers appreciating its unique flavour profiles, quality, and affordability. The research highlights the importance of Continuous innovation in Flavors and products to cater to evolving consumer tastes. By building on these strengths and addressing areas for improvement, Arun Ice Cream Can Consolidate its position as a leading ice cream brand. This study provides a

roadmap for Arun Ice Cream to maintain its sweet success and continue to make Coimbatore city a happier place, one scoop at a time!"

Diary helps to tackle the problem of unemployment. Dairy is being used as poverty eradication because it provides employment to the rural landless, small and marginal farmers with supplementary employment and regular source of income and ultimately help them to increase the standard of living.

Based on these findings, Hatsun Agro can focus on:

- ▶ Maintaining and enhancing product quality
- ▶ Competitive pricing and promotional strategies
- ▶ Strengthening brand loyalty through customer engagement and loyalty programs
- ▶ Innovative packaging designs to attract new customers
- ▶ Expanding product offerings to cater to diverse consumer preferences

By implementing these recommendations, Hatsun Agro can further consolidate its position in the dairy market, increase customer loyalty, and drive business growth in Coimbatore city and beyond.

Hence, the study conclude that Hatsun dairy products have a positive impact on the buying behaviour of consumers in Coimbatore.

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ANNEXURE

ANNEXURE - I

1. Age

- 18 -29 years
- 30-44 years
- 45-59 years
- Above 60 years

2. Gender

- Male
- Female

3. Marital status

- Married
- Unmarried

4. Occupation

- Student
- House wife
- Government / Private employee
- Entrepreneurs

5. Monthly income

- Below 5000
- 5000-10000
- 10000-20000
- Above 20000

6. Are you aware of Hatsun dairy product

- Yes
- No

7. If yes, who suggest you to buy Hatsun dairy product

- Media Advertisement
- Friends & Family
- Neighbours
- Shop owners

8. How much amount do you spend per month for Hatsun dairy product

- Below 500
- 501 - 1000
- 1001 - 1500
- Above 1500

9. Does Hatsun dairy products suits your budget

- Yes
- No

10. In which place do you purchase Hatsun dairy product

- Super markets
- Departmental store
- Ice cream parlour
- Hatsun showroom

11. What is the reason for buying /preferring Hatsun dairy products

- Taste
- Quality
- Price
- Availability

12. Which products of Hatsun do you prefer most

- Hatsun curd
- Hatsun panner
- Arun ice cream
- Arokya milk

13. Which Arokya milk packet do you prefer while buying

- Double toned diet milk
- Standardized milk
- Full cream milk
- Toned Diet milk

14. Which Arun ice cream flavour do you prefer most

- Strawberry & mango
- Black current & vennila
- Butterscotch & chocolate
- Almond & crisp

15. How often do you read ingredients list on Hatsun dairy products before you purchase them

- Always
- Often
- Rarely
- Never

16. While purchasing do you notice the expiry date of the dairy products

- Strongly agree
- Agree
- Neutral
- Disagree

17. Give your rating of the satisfaction level for HAP brands

	Highly satisfied	Satisfied	Dissatisfied	Highly dissatisfied
Arun Ice-cream				
Arokya				
Ibaco				
Dairy ingredients				
Hatsun				

18. Do you agree that the price of Hatsun dairy product is fair

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Hatsun Curd					
Hatsun Panner					
Hatsun Ghee					
Arokya Milk					
Ice cream					

19. What attracts you in using of Hatsun dairy product? Rank the following

	1	2	3	4	5
Packing					
Price & offers					
Easy Availability of product					
Taste & Flavour					
Quality					

20. How important you consider nutrients of dairy products meet the health requirements of consumer

- Very important
- Important
- Moderately important
- Unimportant

21. What is your opinion about price of Hatsun dairy products compared to other products

- Expensive
- Moderate
- Cheap
- None

22. If the price of Hatsun dairy product continues to rise then would you still prefer the same

- Yes
- No
- Maybe

23. What kind of problem you have faced with Hatsun dairy products

- High price
- Excessive fat content
- Digest problem
- Non – availability

24. Which essential elements need to be added in Hatsun dairy products to increase buying behaviour of consumer

- Subsidiary products
- New dairy varieties
- Cost reduction
- Discount

25. Do you recommend Hatsun dairy products to others

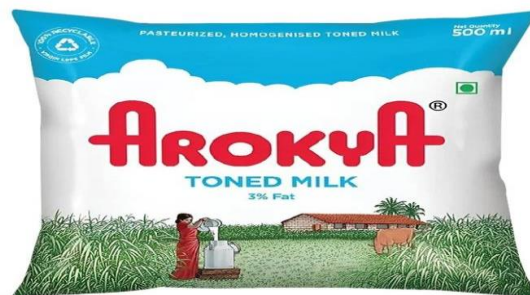
- Yes, Definitely
- Probably
- Definitely not

ANNEXURE – II

STANDARDISED MILK



TONED MILK



FULL CREAM MILK



HATSUN CURD



HATSUN COOKING BUTTER



HATSUN GHEE



HATSUN PANNER



HATSUN DAIRY WHITENER



ARUN ICE CREAM SHAKES

