

A Study on Consumer Usage and Preference of Dairy Products in Thiruvadanai Taluk

OPEN ACCESS

Volume: 13

Special Issue: 4

Month: February

Year: 2026

P-ISSN: 2321-788X

E-ISSN: 2582-0397

Citation:

Deepika, A. "A Study on Consumer Usage and Preference of Dairy Products in Thiruvadanai Taluk." *Shanlax International Journal of Arts, Science and Humanities*, vol. 13, no. S4, 2026, pp. 18–23.

DOI:

<https://doi.org/10.34293/sijash.v13iS4-Feb.10141>

A. Deepika

*M. Com CA, Department of Commerce with CA
Idhaya College for Women, Sarugani, Sivagangai District
(Affiliated to Alagappa University, Karaikudi)*

Abstract

Milk and dairy products are widely consumed and provide significant nutritional benefits. This study examines the socio-economic and demographic factors influencing consumer preferences for dairy products in Thiruvadanai Taluk. Using systematic random sampling, 100 dairy purchasers were surveyed with a pre-tested questionnaire. Results show that product safety and flavor are the main drivers of dairy purchases, while employee attitude and store atmosphere matter least. University retail outlets ranked third as preferred sources, after supermarkets and specialty stores. Consumers bought flavored milk, buttermilk, and ice cream frequently, indicating steady demand. The findings highlight the need to enhance the quality and variety of dairy products to meet consistent consumer interest.

Keywords: Customer Choices, Milk Products, Campus Retail Shops.

Introduction

Research on consumer's choices regarding milk and Dairy products of Aavin concerning Thiruvadanai (Taluk) is carried out or evaluating the customer expectations regarding milk and Dairy products that will consequently assist in obtaining suitable measures taken by management to eliminate the shortage collapse. Since the population is unknown, a sample approach was used to look into the customers' region. Fifty customers were questioned in order to gather information, which was then reviewed, clarified, and highlighted with comments, graphs, and findings. It is not new to think that customers prefer to use one product or service to another. Only recently has it become possible to identify and evaluate the factors that influence those judgments with a certain level of precision and dependability.

Investigating this area of consumer behaviour has shed light on a number of significant issues with traditional customer satisfaction research. Contentment studies conducted over the past 15 years show that, despite being a measure of organizational performance based on a set of important criteria, elegant satisfaction ratings do not adequately clarify the makeup of preference development and, as a result, often act as inadequate indicators of lasting preference or what is commonly referred to as customer loyalty. Most importantly, we have acknowledged that loyal client satisfaction does not guarantee persistent customer choice.

Statement of a Problem

Customer's attitudes towards Milk and Dairy products are just as important to their success as Marketing. The union wants as much consumer motivation as possible in order to improve its Marketing. Marketing cannot be totally successful for an extended length of time, if customer execution is lacking. Therefore, an analytical Investigation is carried out based on consumer satisfaction with the milk's Marketing.

Objectives of the Study

- To study the pattern of usage of various dairy products among consumers in Thiruvadanai Taluk.
- To analyze consumer preferences towards different brands and types of dairy products.
- To identify the factors influencing consumers' purchasing decisions of dairy products.

Limitations on the Study

1. The study is limited to consumers in Thiruvadanai Taluk; hence the findings cannot be generalized to other areas.
2. The sample size is relatively small due to time and resource limitations.
3. The study was conducted within a short period, which restricts detailed analysis.
4. The results are based on primary data collected through questionnaires and may be subject to respondent bias.
5. Only selected factors influencing consumer usage and preference of dairy products were considered.

Research Methodology

In this study, the descriptive research design was adopted. The researcher has collected both primary and secondary data. For the purpose of collecting primary data with regard to the behavior of consumers, the researcher has designed a comprehensive interview schedule which is duly pretested. Those who consume milk and milk products have been considered as sample respondents for the present analysis. The secondary data was collected from the books, journals, magazines, newspapers, periodicals, theses and websites.

Review of Literature

Aswini, N., Ashok, K. R., Hemalatha, S., & Balasubramaniam, P. (2020). *Consumer Preference towards Milk Products in Tamil Nadu*. — This study identifies major factors (quality, price, taste) influencing consumer preference for milk products among 120 respondents in Tamil Nadu, showing how demographic variables like income and family size shape milk purchase behavior.

Rekha, R. & Maruthamuthu, K. (2024). *What Factors Drive Consumer Preference of Dairy Products with Education as Moderator?* — An empirical investigation on key determinants of dairy product preference (availability, price, quality, health awareness), and how education moderates' choice.

Chaturvedi, A. K., Singh, R., & Tiwari, C. K. (2024). *Consumer Behavioural Patterns Towards Milk and Dairy Products: An Analytical Investigation of an Indian Dairy Supply Chain*. — Analyzes consumer attitudes and behavioural patterns across different dairy products, highlighting supply chain effects on preference and consumption levels.

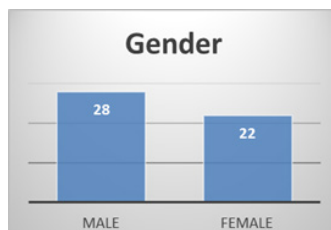
Parasuraman, B., Muruganandhi, Thirunavukkarasu, M., Parveen, S., Mugilan, K., & Shalini, N. (2025). *Determinants of Consumer Choice of Dairy Products*. — A review showing emotional, nutritional, taste, and promotional factors as major influences on dairy consumer choice based on a factor analysis of survey data.

Patel, H. S., Kamani, K. C., Prajapati, M. C., Makwana, A. K., & Gurjar, M. D. (2025). *Consumer Insights into Dairy and Dairy Alternatives: Patterns, Perceptions, and Influencing Factors in Anand and Vidyannagar*. — Compares traditional dairy products with plant-based alternatives, documenting strong cultural preference for traditional products and barriers to adoption of alternatives.

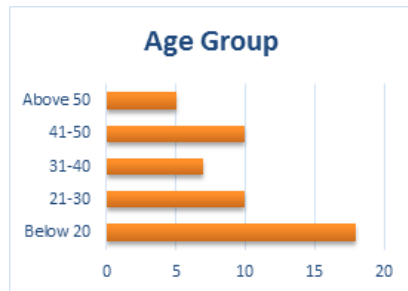
Data Analysis and Interpretation

| S.No | Items | No. of Respondents | Percentage |
|----------------------------------|-----------------------|--------------------|------------|
| Gender | | | |
| 1 | Male | 28 | 56 |
| 2 | Female | 22 | 44 |
| Age Group | | | |
| 1 | Below 20 | 18 | 36 |
| 2 | 21-30 | 10 | 20 |
| 3 | 31-40 | 07 | 14 |
| 4 | 41-50 | 10 | 20 |
| 5 | Above 50 | 05 | 10 |
| Educational Qualification | | | |
| 1 | School level | 15 | 30 |
| 2 | Higher Secondary | 10 | 20 |
| 3 | Graduate | 18 | 36 |
| 4 | Post Graduate | 05 | 10 |
| 5 | Others | 02 | 04 |
| Occupation | | | |
| 1 | Student | 17 | 34 |
| 2 | Government Employee | 14 | 28 |
| 3 | Private Employee | 05 | 10 |
| 4 | Business | 08 | 16 |
| 5 | Farmer | 06 | 12 |
| Monthly Family Income | | | |
| 1 | Below Rs. 10,000 | 03 | 06 |
| 2 | Rs.10,001 – Rs.20,000 | 15 | 30 |
| 3 | Rs.20,001 – Rs.30,000 | 22 | 44 |
| 4 | Above Rs.30,000 | 10 | 20 |

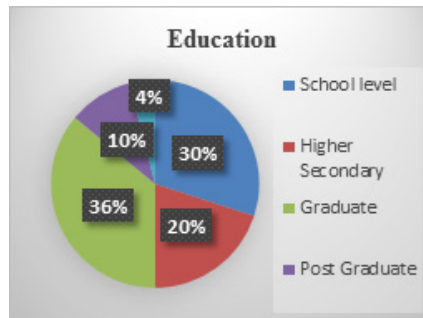
Interpretation of the Demographic Profile



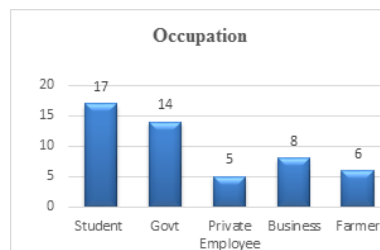
The gender-wise distribution of respondents shows that male respondents constitute the majority, accounting for 28 respondents (56%), while female respondents represent 22 respondents (44%). This indicates a moderate gender imbalance in the sample, with male participation slightly higher than female participation. However, the difference is not very wide, suggesting that both genders are reasonably represented, allowing for a balanced perspective in the analysis.



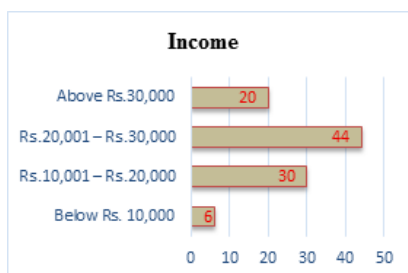
The age-wise distribution of respondents reveals that the largest proportion falls under the “Below 20” age group with 18 respondents, indicating higher participation from younger individuals. This is followed by the 21–30 and 41–50 age groups with 10 respondents each, showing moderate representation. The 31–40 age group accounts for 7 respondents, while the Above 50 age group has the least representation with 5 respondents. Overall, the data suggests that the study is dominated by younger respondents, with comparatively lower participation from older age groups.



The educational qualification of the respondents indicates that the majority are graduates (18 respondents), showing a higher level of formal education among the sample. This is followed by school-level education with 15 respondents, while higher secondary qualification accounts for 10 respondents. Postgraduates constitute only 5 respondents, and others account for the least with 2 respondents. Overall, the findings suggest that the respondents are predominantly educated up to graduate level, which may positively influence awareness, understanding, and responses related to the study.



The occupational profile of the respondents shows that **students form the largest group with 17 respondents**, indicating strong participation from the younger population. This is followed by **government employees (14 respondents)**, reflecting notable representation from the public sector. **Business respondents account for 8**, while **farmers constitute 6 respondents**, showing moderate participation. **Private employees are the least represented with 5 respondents**. Overall, the sample includes a **diverse occupational mix**, though it is slightly dominated by students and government employees, which may influence the overall perspectives of the study.



The monthly income distribution of respondents shows that the **majority earn between Rs. 20,001 and Rs. 30,000 (22 respondents)**, indicating a predominance of middle-income earners. This is followed by the **Rs. 10,001–Rs. 20,000 income group with 15 respondents**, and **10 respondents earning above Rs. 30,000**, reflecting a reasonable presence of higher-income individuals. Only **3 respondents fall below Rs. 10,000**, showing minimal representation of the lowest income group. Overall, the data suggests that the respondents largely belong to **moderate income categories**, which may influence their preferences and decision-making patterns in the study.

Descriptive Statistics

| Statistics | | | | | | |
|--|---------|-------|-------|-------|-------|-------|
| | | Q1 | Q2 | Q3 | Q4 | Q5 |
| N | Valid | 100 | 100 | 100 | 100 | 100 |
| | Missing | 1 | 1 | 1 | 1 | 1 |
| Mean | | 20.67 | 20.76 | 20.58 | 19.80 | 18.20 |
| Median | | 19.00 | 20.00 | 20.00 | 20.00 | 18.00 |
| Mode | | 18 | 20 | 18 | 17a | 15a |
| Std. Deviation | | 5.976 | 5.180 | 4.864 | 5.025 | 5.253 |
| a. Multiple modes exist. The smallest value is shown | | | | | | |

The descriptive statistics indicate that all five questions have a high level of response consistency, with 100 valid responses and only one missing value for each question. The mean scores range from 18.20 to 20.76, suggesting that respondents generally expressed a moderate to high level of agreement across all questions. Question Q2 has the highest mean score (20.76), indicating relatively stronger responses, while Q5 has the lowest mean (18.20), showing comparatively lesser agreement.

The median values are close to the mean for all questions, indicating a fairly symmetrical distribution of responses. The mode values show that certain response categories were chosen most frequently; however, for Q4 and Q5, multiple modes exist, suggesting variability in respondent opinions for these questions.

The standard deviation values, ranging from 4.864 to 5.976, indicate a moderate level of dispersion, meaning that responses are neither highly concentrated nor widely scattered. Overall, the results suggest a balanced and reliable response pattern, with slight variations across questions but no extreme inconsistency in the data.

Conclusion

The conducted survey reveals that Aavin milk and Dairy Products held a strong Market presence. Based on the research, the subsequent conclusion can be drawn. To arrange to transform dreams into reality and for changing liabilities to transform into assets, one must fulfill the requirements of the client prior to buying milk involves freshness, flavour, consistency and convenience. In conclusion, I find that most of the customers are pleased with Aavin milk & dairy products due to its high-quality strong reputation, convenient availability.

References

1. **Iswarya,M (2022)** Consumer behaviour regarding the buying of milk& diary items. Household view point in Coimbatore district
2. **Palanichamy,Y, Prabha,S.A., Kalpana.M & Raj.K (2023)** Consumer views & contentment regarding packaged milk; Research in Coimbatore. The pharmaceutical journal 12(6).
3. **Research Gate/ Analysis:** “Preference and selection of dairy products by consumers” (2021- 2025 Analysis).
4. **Bahaty, P.k (2024)** Investigation the elements that affect consumer choice regarding milk products global journal of management and marketing (or Emberald Publication).
5. Factors Influencing consumer selection of dairy products (2025) AJAEES/ Article in journey.
6. **Rekha, R., & Maruthamuthu, K. (2024).** *What factors drive consumer preference of dairy products with education as moderator? An empirical approach.* International Review of Management and Marketing, 14(4), 161–168. <https://doi.org/10.32479/irmm.16315>
7. **Parasuraman, B., Muruganandhi, Thirunavukkarasu, M., Parveen, S., Mugilan, K., & Shalini, N. (2025).** *Determinants of consumer choice of dairy products.* Asian Journal of Agricultural Extension, Economics & Sociology, 43(5), 197–206. <https://doi.org/10.9734/ajaees/2025/v43i52750>
8. **Patel, H. S., Kamani, K. C., Prajapati, M. C., Makwana, A. K., & Gurjar, M. D. (2025).** *Consumer insights into dairy and dairy alternatives: Patterns, perceptions, and influencing factors in Anand and Vidyanagar.* Archives of Current Research International, 25(7), 85–100. <https://doi.org/10.9734/acri/2025/v25i71315>