

A Study on Consumer Behaviour Tirumala Milk

T. Pavan Kumar¹, P. Haritha²

¹Student, **II MBA**, Department of MBA, Annamacharya Institute of Technology & Sciences, Tirupati

²Associate Professor & Department of MBA, Annamacharya Institute of Technology & Sciences,
Tirupati

Abstract:

Consumer behavior studies how individuals, groups, and organizations make decisions related to purchasing, using, and disposing of goods and services. It examines the motivations, influences, and processes that drive these choices, providing valuable insights for businesses and researchers. Understanding consumer behavior is crucial for developing effective marketing strategies, predicting market trends, and ensuring ethical business practices.

Consumer behaviour is the study of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. In this research I found that Tirumala Dairy is not concentrating on dealers, so dealers motivation is must.

Keywords: Motivation, perception, learning

Introduction:

Consumer behaviour may be defined as “the behaviour that consumers display in searching, using, evaluating and disposing of products and services that they expect will satisfy their needs.” It refers to the study of how individuals make decisions to spend their valuable resources. so it is indispensable for the marketers to know the consumer decision process.

Consumer behaviour is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and service. Consumer behaviour consists of how the consumer's emotions, attitudes, and preferences affect buying behaviour.

Review of literature:

Title: Understanding Consumer Behavior: A Comprehensive Review

Author: Leon G. Schiffman and Leslie Lazar Kanuk

Book: Consumer Behavior

Year: 2010

In their seminal work "Consumer Behavior," Schiffman and Kanuk present a comprehensive and insightful exploration of the intricate factors influencing consumer choices. First published in 1978 and revised in subsequent editions, the 10th edition in 2010 remains a pivotal resource in the field. The authors skillfully blend psychological, sociological, and anthropological perspectives to provide a holistic understanding of how consumers make decisions. Covering topics from motivation and perception to cultural influences and post-purchase behavior, this volume is a timeless reference for scholars, marketers, and students seeking to grasp the complexities of consumer behavior.

Objectives of the study:

- To study the consumer response towards Tirumala milk product.
- To know the reasons for decrease the sales of Tirumala milk product.
- To study the factors influencing consumer to buy Tirumala milk products.
- To Educate the consumer regarding the product.

Need for the study:

Understanding consumer behavior in the dairy industry is crucial for businesses to adapt marketing strategies, improve product offerings, and enhance customer satisfaction, ensuring sustained competitiveness and growth.

Scope of the study:

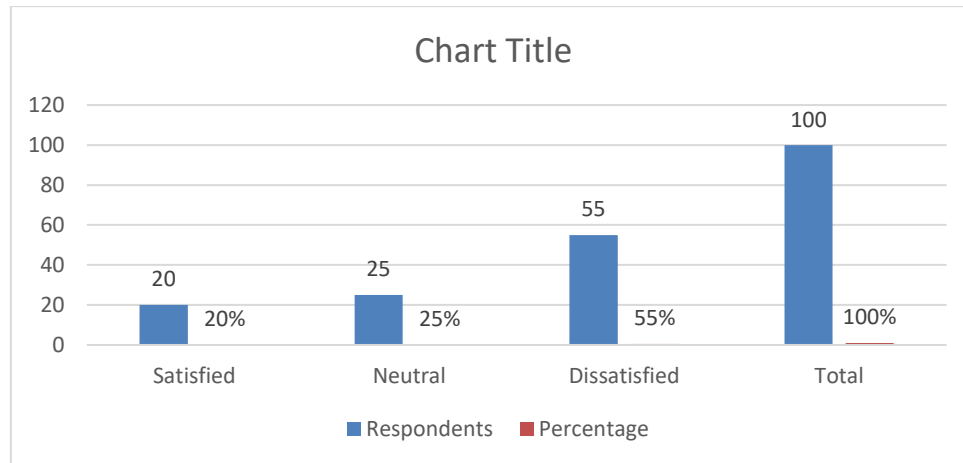
- The Project is defining consumer's behaviour towards Tirumala milk products in recent trends.
- The study will help the organization to make innovative strategy to improve their services to meet customer satisfaction.
- The study aids the organization to understand the behavior of specific consumer while purchasing Tirumala milk.

Research methodology:

Research Design	: Descriptive
Data Collection Methods	
PRIMARY DATA	:Through questionnaire
SECONDARY DATA	:Through websites
Sample technique	:Convenience sampling
Research instrument	: questionnaires
SAMPLE SIZE	: 100
Data analysis	: pai charts ,percentage analysis

Data analysis & interpretation:**1.SATISFACTION LEVEL TOWARDS TIRUMALA MILK**

Satisfaction level	Respondents	Percentage
Satisfied	20	20%
Neutral	25	25%
Dissatisfied	55	55%
Total	100	100%

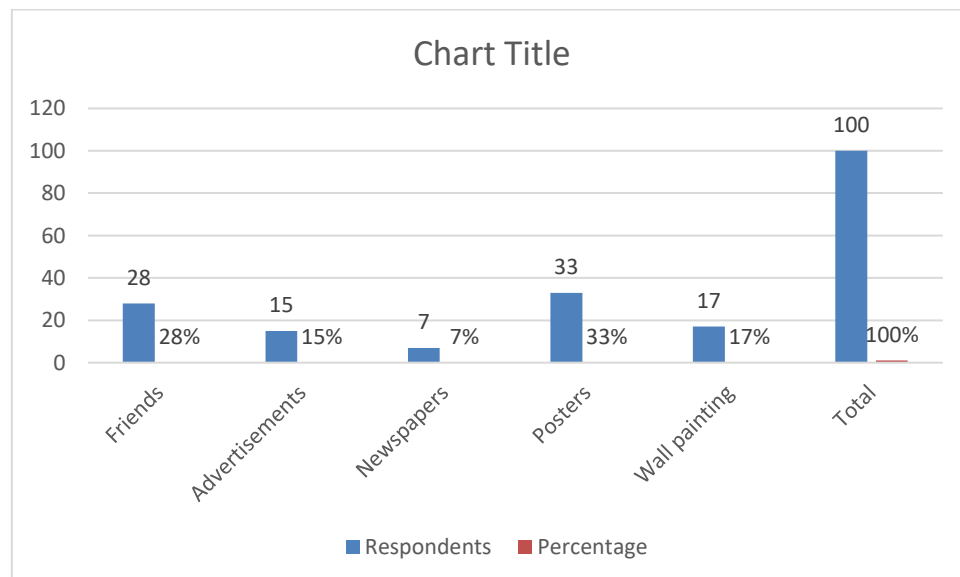


INTERPRETATION:

From the above chart, 55% of respondents are satisfied with Tirumala dairy, 25% of the respondents are neutral and other 20% of the respondents are not satisfied with the Tirumala Milk.

2. HOW DO YOU KNOW ABOUT TIRUMALA MILK

Particulars	Respondents	Percentage
Friends	28	28%
Advertisements	15	15%
Newspapers	7	7%
Posters	33	33%
Wall painting	17	17%
Total	100	100%

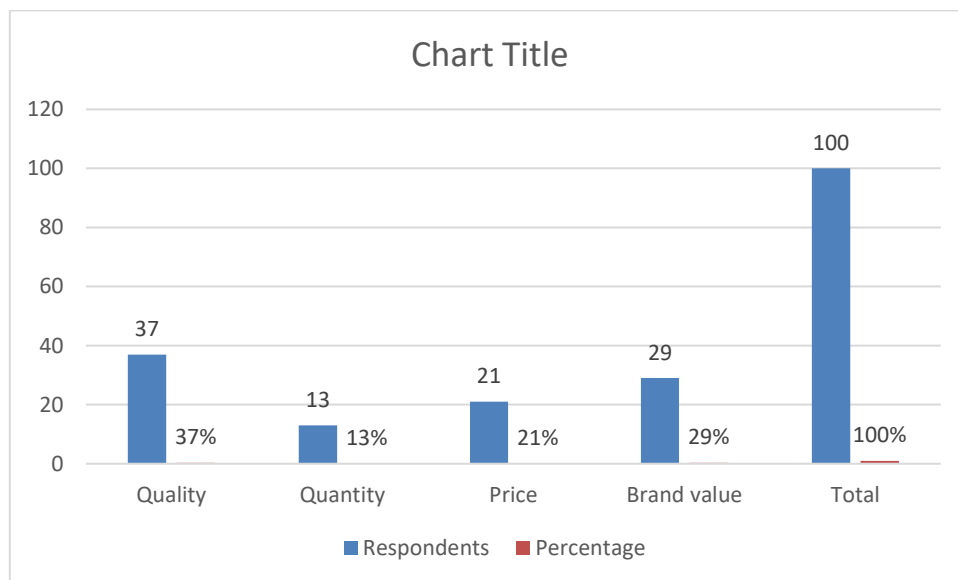


INTERPRETATION:

From the above chart, 28% of the respondents are coming to know about Tirumala dairy by friends, 15% of the respondents are coming to know from advertisement, 7% of the respondents are known by new papers, 33% of the respondents are known by seeing posters. 17% of the respondents are known by wall painting.

3. WHICH FACTORS INFLUENCING YOU TO BUY TIRUMALA MILK

Factors	Respondents	Percentage
Quality	37	37%
Quantity	13	13%
Price	21	21%
Brand value	29	29%
Total	100	100%

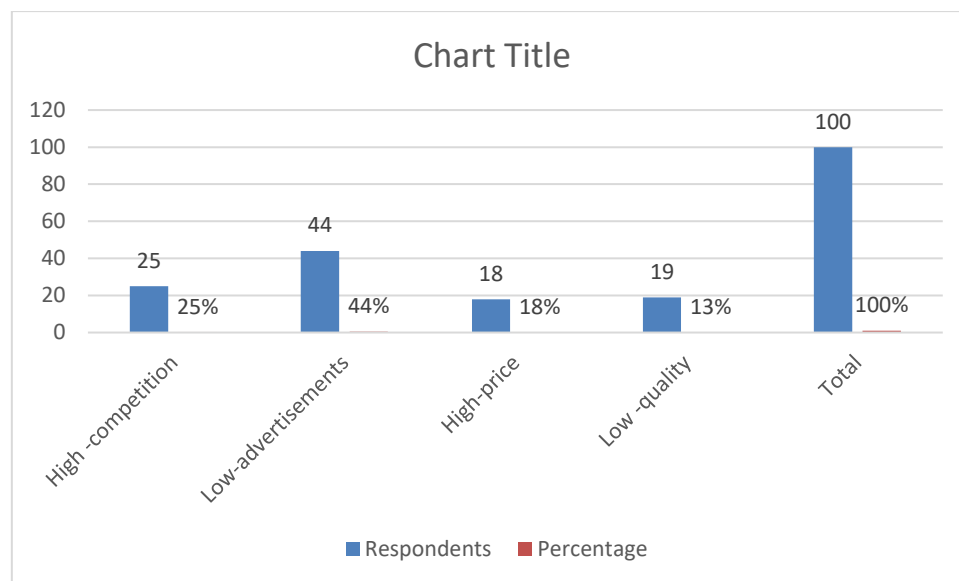


INTERPRETATION:

From the above chart, it shows that the factors influencing to by the Tirumala milk products. 37% of the respondents says that quality is the major factor to buy the products, 13% of the respondents are with quantity, 21% of the respondents are with price and 29% of the respondents are with brand value.

4. REASONS FOR DECREASE IN THE SALES OF TIRUMALA.

Factors	Respondents	Percentage
High -competition	25	25%
Low-advertisements	44	44%
High-price	18	18%
Low -quality	19	13%
Total	100	100%



INTERPREATION:

From the above chart, says that reasons for decrease sales. 25% of the respondents said that high-competition, 44% said that low-advertisements, 18% said that high-price and 13% said that low quality.

Findings:

- 20% of the respondents are satisfied towards Tirumala Dairy
- 55% of the respondents are satisfied towards Tirumala Dairy
- Quality (37%) and brand value (29%) are the biggest influencing factors for buying, emphasizing the need to maintain standards and brand image.
- Major cause identified is low advertisements (44%), followed by high competition (25%)

Suggestions:

- It's better to maintain the reasonable pricing strategies and quantity along with the competitors to attract the customers.
- It's better to compete with competitors on pricing and quantity for the new customers
- Respondents believe in Advertisements, so it's better to give advertisements about the products

Conclusion:

Comparing to other brands Tirumala Dairy Milk has a very well goodwill in the market. Even though it is facing some problems because of Gowlies and other brands. So, it should try to create awareness, provide good service with good quality milk as well as it should motivate the dealers. I have found that Tirumala Dairy is not concentrating on dealers, so dealers motivation is must. The response of the people was very good towards Tirumala Dairy comparing to others.

Reference:

Books:

1. Marketing Management – Philip Kotler Research methods for business

Website:

2. www.TIRUMALAMILK.co.in