A COMPARATIVE STUDY OF CONSUMER BUYING BEHAVIOUR OF DAIRY PRODUCT USERS IN JAIPUR CITY

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ABSTRACT

The whole behaviour of a person while making purchase may be termed as Consumer Behaviour. It is the process whereby individuals decide whether, what, when, where, how, and from whom to purchase goods and services. Since the turn of 19th century, Cooperatives have existed as dominant forms of organization in the dairy industry around the world. Sometimes, they have played the role of developing infant industry while at other times they have been used to strengthen weak production bases in an environment where market failures tend to be higher for marginal producers. The Gujarat Cooperative Milk Marketing Federation (GCMMF) or AMUL and Rajasthan Cooperative Dairy Federation (RCDF) or SARAS in India, are the examples of how to develop a network of firms in order to overcome the complexities of a large yet fragmented market like those in emerging economies by creating value for suppliers as well as the customers. The aim of this study is to analyze the consumer buying behaviour towards Dairy products. The authors have also tried to compare the preference of customers for the various dairy products of Amul and Saras depending upon the parameters (Quality, Taste, Availability, Advertising etc) in order to find out which product of which brand is better in comparison. In accordance to the objective of the study, descriptive research was conducted to collect the information and carry out the research. Both primary and secondary data were gathered for the same. After a thorough empirical analysis, it was inferred that there is an association between the purchase of a particular Brand & the factors affecting its choice, thereby meaning that while choosing a brand the consumer considers factors like quality, taste, availability etc. This study is going to help all the dairy product sellers to understand their customers.

KEY WORDS: Consumer Behaviour, Milk products, Prices, Quality.