The Chennai Cheese Eater- Introspection into Consumer Buying Behavior of Cheese in Chennai City

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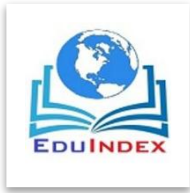
ABSTRACT

Cheese has over the last 2 decades has virtually occupied the space in kitchens and fridges of most homes in our Country. What does a customer expect from a cheese brand and what is the basis behind the purchasing behavior? The study aims at understanding the preferences and choices of a customer and for this data has been collected from 50 general public using non-probability sampling method. The tool that has been used is ANOVA to measure the variables. The study intends to give an insight to the manufacturer to understand the minds of the customer buying cheese. This study concludes by showing that there is no significant difference between the buying behavior and the consumption of cheese. Also, there is no statistically significant difference between the buying behavior and the switching of brands.

Keywords: Consumer buying behavior, consumption of cheese.

INTRODUCTION

Customer buying behavior helps in understanding the behavior of the customers so that the companies can prepare better communication and promotions about their products and services. The consumption of cheese has considerably increased as in the last 10 to 15 years

in India as they have put cheese in a top slot in our breakfast, lunch and dinner menus. The companies that manufacture and sell cheese in India have also significantly increased. The customers have various options to choose from. Some of the factors which the customers are keen on noting are the quality, brand reputation, tastiness, packaging etc.,

Objective of the study

- To understand the preference of cheese by the consumer
- To identify the factors that are predominantly considered while buying cheese
- To identify which brand of cheese that the customers mostly prefer
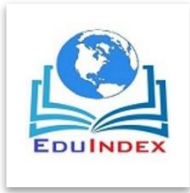
Scope of the study

- This study helps to understand about various opinions of customers who buy cheese
- This study helps to understand the needs and wants of the customers on choosing a particular brand
- This study also helps in understanding about the strength and weakness of different brands that sells cheese

Limitation of the study

Consumption of cheese was not so popular among many, hence getting data from those respondents was difficult. Also, the data was collected within a short span of time. If time was not a restraining factor, the researcher could have made in-depth analysis of the study.

Review of literature

1. KlaudiaKurajdova, JankaTaborecka-Petrovicova(June 2015) says that Milk being a daily consumed dairy product with High purchase frequency is deemed to have high demand in today's highly informed and competitive market. However in Slovakia the trend seems to be on the reverse and the consumption pattern has been on the decline.
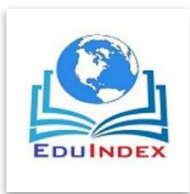
The authors have introspected the reason for this unusual phenomenon and traces the cause.

2. Antonio Tendero, Rodolfo Bernabeu (1st February 2015) specified about the preference of cheese consumers in Spain. They conducted detailed survey to analyse the cheese buyer's thought process. They found out that the Spanish household consumes cheese atleast once a week and their study also revealed the most preferred cheese brand liked by the Spanish and the reasons for the same.

3. A.Eldesouky, F.J. Mesias, A. Elghannam, P. Gaspar, M. Escribano (11th June 2016) have analyzed the consumers preferences for cheese packaging by using cluster analysis, they generated three well defined consumer segments based on gender, purchase frequency and family size, that showed different purchase patterns. The study revealed the fashion and the manner in which customers prefer the packing in plastic sheet with a rectangular shape.

4. Ahmet SemihUzundumlu, YavuzTopcu (4thApirl 2016) said that redesigning the product profile increased the Erzurum Civil cheese consumption in Turkey. When the products were redesigned the satisfaction of cheese consumption was increased. They also priced based on organic production and found that the consumers appreciated it. This led to the purchase cheese with the lowest price from the farm villages.

5. Niraj Kumar, Sanjeev Kapoor (6th February 2017) focused on the influence of labelling of food by the young consumers, and found that the young consumers gave importance to labelling and what is there in the package. Those consumers apart from price gave importance to health as well. The influence of food labels were found to be dependent on the age, food habit, gender and residential area of the consumers.

6. N Ramys, Dr. SA Mohamed Ali (4th May 2018) identified that the consumption of Amul cheese were high in Coimbatore city. They proposed that improving the promotional strategies might boost the sales. And they also found that the reach of the product is quite high in Coimbatore city.
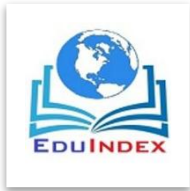
7. Arnab Roy, Ravinder Malhotra (June 2018) says that the dairy market has been growing progressively over the years and is now bigger than the other food market. But there lies a great state wise inequality in India in terms of consumption pattern of dairy products. In their Study, specific emphasis was laid to Kolkata and it was ascertained that there was statistical relationship between occupation and gender with the brand preference consumers in the Kolkata metropolitan in West Bengal.

8. Mohamed Bilal Basha , David Lal (1st April 2019) identifies that the primary aim of this research is to identify the nine important determinants influencing the purchasing intentions for organically produced foods, with a view to understand the relational significance between these key determinants and those buyers from the cities of Bengaluru and Chennai in India. They found that the lack of consumer accessibility to organically produced products was a major problem for industry development and that required further investigation. They also expressed their concern for the Indian government to consider developing appropriate strategies towards stimulating market growth of organically produced products across India.

9. Sina Ahmadi Kaliji, SeyedMojtabaMojaverian, Hamid Amirnejad, Maurizio Canavari (2nd November 2019) says that choice model represents a valid approach for the analysis of consumers' preferences as these models offer an opportunity to investigate many aspects that influence consumer behaviour. They found that yoghurt, milk and cheese had the most preferences among the dairy products and consumers had more tendencies towards using low fat than full-fat dairy products. They concluded that the results of factors affecting dairy products choice indicated that price and family cost decreased the probability of products being chosen, and age, education and attention to exercise variables increased this probability. Marketing mixed variables (4p) also had a significant effect on the choice of dairy products.

10. K Dhanya, N VenkatesaPalanichamy (15th June 2019) says that the consumers decision on buying Aroma milk in Coimbatore district were influenced by price, quality, packaging, health consciousness, availability and door delivery . They found

that the quality was the major influencer and also that people were more conscious about their health when it comes to purchasing a product.

Research methodology

Sample size

The participation in this study were 50 general public in different demographic profiles but restricted to Chennai city. This is done to ensure that different background of consumers was covered to get the necessary information.

Questionnaire design

The question contains few multiple-choice questions. The five-point Likerts was also selected as a response mode. The customers were also asked to rank certain factors as a part of the questionnaire to understand the decisions that contribute to the purchase behavior.
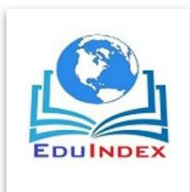
DATA COLLECTION

PRIMARY DATA

Primary data was collected using survey method (Google Forms) by sending questionnaire to general public through mails and messages. The questionnaire where carefully designed by considering the parameters of the study.

KIND OF RESEARCH

The research method that was used was empirical study. In empirical study, quantitative research was done by taking surveys.
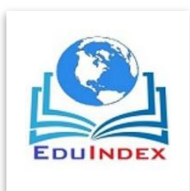
TOOLS OF ANALYSIS

The data collected from the sources was analyzed and interpreted in the systematic manner with the help of statistical tool like frequency analysis and SPSS tool.

DATA ANALYSIS

Table 1.Demographic profile of respondents

S.No	Parameters	No. of Respondents	%
1	Gender		
	• Male	15	30
	• Female	35	70
2	Age		
	• 18-25	14	28
	• 26-35	23	46
	• 36-45	10	20
	• 45 & above	3	6
3	Educational Qualification		
	• School	2	4
	• UG	28	56
	• PG	15	30
	• Others	5	10

Table 2. Crosstabulation analysis

S.NO	Parameters	Brands (%)			
		Amul	Britannia	Milky Mist	Others
1	Consumption of cheese				
	• Yes	16	4	6	2
	• No	8	2	12	2
	• Occasionally	34	4	10	0
2	Period of usage				
	• Less than 1 month	14	6	8	2
	• 1 to 6 months	12	2	8	0
	• 6 months to 1 year	6	2	2	0
	• 1 to 2 years	16	0	6	2
	• More than 2 years	10	0	4	0
3	Frequency of purchase				
	• Daily	6	0	0	0
	• Weekly	4	2	2	0
	• Fortnight	8	0	2	0
	• Monthly	10	4	4	2
	• Occasionally	30	4	20	2
4	Frequency of purchase based on availability				
	• Yes	32	6	10	2
	• No	6	4	8	0
	• Mostly	10	0	2	0
	• Not necessarily	10	0	8	2

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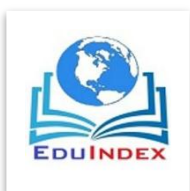*ISSN: 0971-1260Vol-22, Special Issue-21*
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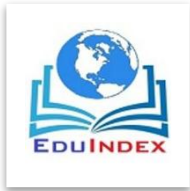**Management and Computer Science**
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5	Switching brands regularly				
	• Yes	4	2	2	0
	• No	28	6	12	2
	• Maybe	26	2	14	2
6	Sticking to the same brand if the price increases				
	• Up to a certain increase in price	28	4	10	0
	• Yes, irrespective of the price	12	4	14	2
	• No	18	2	4	2
7	Purchase decision				
	• Pre-planned	16	2	6	2
	• Spot decision	42	8	22	2

Table 3. Analysis on degree of agreement against each statement given below

(SD–Strongly Disagree, D – Disagree, N – Neutral, A – Agree, SA – Strongly Agree)

S.NO	STATEMENT	%				
		SD	D	N	A	SA
1	Social responsibility influences the buying decision	2	26	40	26	6
2	Reputation influence the buying decision	0	6	38	46	10
3	Pricing influence the buying decision	0	18	36	42	4
4	Availability in different flavor influence the buying decision	4	14	36	36	10
5	Packaging influence the buying decision	4	28	34	28	6

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6	Hoardings influence the buying decision	2	24	56	26	2
7	Family/Friends influence the buying decision	0	12	30	44	14
8	Advertisement influence the buying decision	2	15	52	26	4

Table 4.Ranking based on different factors

S.NO	FACTORS	RANK(%)					
		1	2	3	4	5	6
1	Healthy	32	26	24	10	2	6
2	Tasty	30	28	30	6	2	4
3	Reliable brand	6	10	10	26	28	20
4	Quality	26	28	26	6	8	6
5	Popular brands	4	4	6	28	28	30
6	Variety of products	2	4	4	24	32	34

ANOVA TEST 1:

Analysis between the buying behavior and the switching of brands

NULL HYPOTHESIS: There is no significant relationship between buying behavior and the need to switch brands

ALTERNATE HYPOTHESIS: There is a significant relationship between the buying behavior and the need to switch brands

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.145	2	0.723	0.323	0.726
Within Groups	10.565	47	0.225		

Total	10.710	49			

INTERPRETATION:

From the above table we can see that the significant level is greater than 0.05 and is 0.725. Because of this, there is no significant relationship between the buying behavior and the switching of brands.

ANOVA TEST 2:

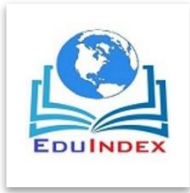**Analysis between the buying behavior and the consumption of cheese**

NULL HYPOTHESIS: There is no significant relationship between buying behavior and the consumption of cheese

ALTERNATE HYPOTHESIS: There is a significant relationship between the buying behavior and the consumption of cheese

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.539	2	0.270	1.246	0.297
Within Groups	10.171	47	0.216		
Total	10.710	49			

INTERPRETATION:

From the above table we can see that the significant level is greater than 0.05 and is 0.297. Because of this, there is no significant relationship between the buying behavior and the consumption of cheese.
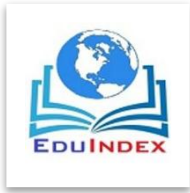
FINDINGS

- From ANOVA, we can conclude that there is no significant difference between the buying behaviour and the need to switch brands

- From ANOVA, we can conclude that there is no significant difference between the buying behaviour and the consumption of cheese

- According to the survey 58% of respondents consumes Amul Cheese

- It is also found that 30% of the respondents have been using cheese for a period of less than one month.

- It is seen that 56% of the respondents buy cheese occasionally

- It is also seen that 50% of the respondents prefer the brand that is mostly available

- The majority of the respondents 48% do not switch brands regularly

- It also shows that 42% of the respondents will stick to the same brand even if the price is increased up to a certain limit

- According to the survey 74% of the respondents make spot decision while buying cheese

- It shows that 40% of the respondents stay neutral to the fact that the social responsibility of the brand influences them.

- It shows that 46% of the respondents agree that reputation of a brand influences them.

- It shows that 42% of the respondents agree that pricing influences them.

- It shows that 36% of the respondents agree that availability of different flavours influences them.

- It shows that 34% of the respondents stay neutral to the fact that the packaging of the brand influences them.

- It shows that 56% of the respondents stay neutral to the fact that the hoardings of the brand influences them.

- It shows that 44% of the respondents agree that influence of friends and family influences them.
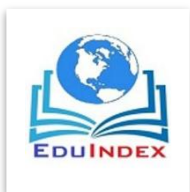
- It shows that 52% of the respondents stay neutral to the fact that the advertisement of the brand influences them.

- According to the survey, majority of the population had ranked their preference of buying cheese as the following
    - Healthy as their 1st preference
    - Quality as their 2nd preference
    - Tasty as their 3rd preference
    - Popular brand as their 4th preference
    - Reliable brand as their 5th preference
    - Variety of products as their 6th preference

SUGGESTIONS

- Since the majority of the respondents make on spot decision while buying cheese, the brands should display their products in such a manner to attract the consumers

- The brands can improve the quality to retain and to gain more customers

- Consumers shift toward the brands with reasonable price and the brands can focus on the same

- Availability of Amul cheese in various outlets is a major contributor for buying from that particular brand and hence other brands can focus on increasing the availability.

CONCLUSION

The west and in particular Europe has been the motherland for cheese in the past. But in the last 10 – 15 years, Indians have put cheese in a top slot in their menus. From the survey it is seen that Amul is a trusted brand for buying products by the consumers. The quality, taste, health composition and reputation of this brand helped Amul to stay in people's heart for so long. Milky Mist have developed all these factors over these years and still continue to do so. But it is a steady and continuous improvement from their side. If they try to get to know the consumers better they can capture the majority market share for cheese.
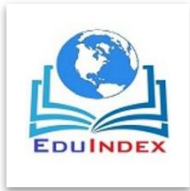
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