International Multidisciplinary
Research Journal

Golden Research Thoughts

Chief Editor
Dr.Tukaram Narayan Shinde

Golden Research Thoughts
International Recognition Multidisciplinary Research Journal

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"A STUDY ON CONSUMER'S PROFILE AND MONTHLY EXPENDITURE ON FOOD AND MILK ITEMS IN KOLHAPUR CITY, MAHARASHTRA."

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ABSTRACT

Milk is considered as the sustaining nourishment in the more seasoned days for individual from the time immemorial. Dairy animals was the principle wellspring of milk in the Vedic period utilized cow milk as the frightened nourishment and the cow was dealt with as ''Mother'', Nandini, Kamdhenu and so on. "Aaryans" came in India with cows, cattle's and high horses. They improvement the dairying in group as a piece of society and it helped the progress moreover.

KEYWORDS :Consumer's Profile , Monthly Expenditure On Food, Dairy animals .

OBJECTIVES OF THE STUDY:
1.To study the demographic profile of consumers
2.To study monthly expenditure on food items
3.To study quantity of milk consumed

METHODOLOGY OF THE STUDY:
STUDY AREA:
This urban conglomeration covers an area of 20 square kilometers with a population of 10 lakhs Because of the existence of various linguistic, religious and ethnic groups; it has been a very good marketing centre for launching new products.

SAMPLING DESIGN

Sampling design consist sampling technique and sample size. Following sampling design will be considered for proposed study.

Sampling technique: Cluster sampling technique will be used to select the sample.

Sample size: Sample size will be decided by considering the population of the universe (Approx. 500). All the 500 sample consumers will be selected irrespective of age, education and income level.

DATA COLLECTION:

To study the objectives, required data will be collected from primary as well as secondary sources.

PRIMARY DATA

The data required for the study will be collected from the respondents at retail outlets, departmental stores, bakeries and even at the homes with the help of pre-structured questionnaire

SECONDARY DATA

The secondary data on location, demography and regarding population of the study area will be collected from District Statistical Office and published sources. Pervious researches will be reviewed through Research Thesis, Reference books, Journals, E-journals, Periodicals / research articles, Newspapers, Websites, Internet, and UGC collected data.

DATA PRESENTATION AND ANALYSIS

Table 1 Age-wise classification of sample household
Statistics of the sample

Age

N	Valid	500
	Missing	0

Age distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	up to 30 years	182	36.4	36.4	36.4
	31-40 years	224	44.8	44.8	81.2
	41-50 years	63	12.6	12.6	93.8
	51 and above	31	6.2	6.2	100.0
	Total	500	100.0	100.0	

(Source: Primary Data)

Figure 1 Age-wise classification of sample household
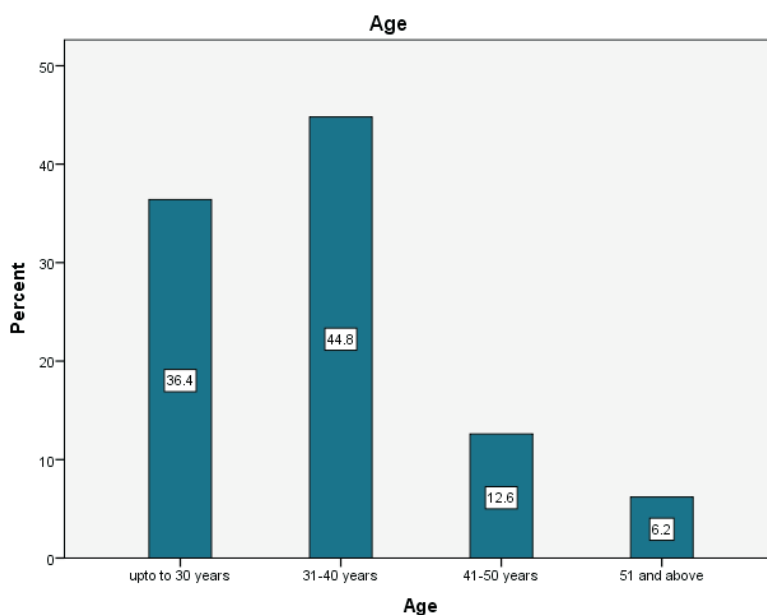
Interpretation: The SPSS labeled output "Age" shows frequency distribution and bar chart for the variable "Age of the respondents", Out of the 500 respondents surveyed age-wise representation shows that majority of them belong to the age group of 31 to 40 (44.8 percent) followed by "up to 30" (36.4 percent), 41 to 50 (12.6 percent) and 51 and above (6.2 percent) age group.
Conclusion: The majority of the respondents belonged to the age category of 31 to 40 years i.e. 44.8 percent, followed by the respondent belonged to the age category up to 30 (36.4 percent).

Table 2 Sex-wise classification of sample household
Statistics of the sample

Sex

N	Valid	500
	Missing	0

Sex wise classification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	331	66.2	66.2	66.2
	Female	169	33.8	33.8	100.0
	Total	500	100.0	100.0	

(Source: Primary Data)

Figure 2 Sex-wise classification of sample household
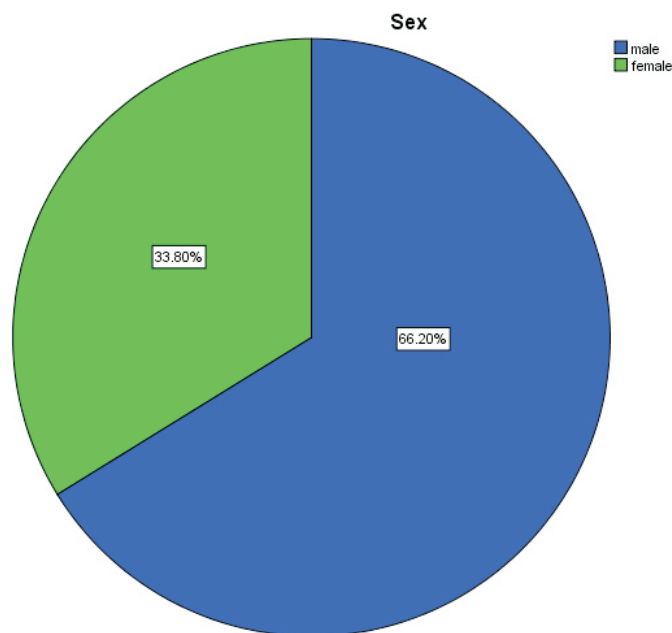
Interpretation: The SPSS output labeled "Sex" shows frequency distribution and Pie chart for the variable "Sex of the respondent". Out of the 500 respondents surveyed, it can be noticed that 66.20 percent of the respondents represent males and 33.80 percent of the respondents represent female.
Conclusion: The percentage of male respondents in the study is more than the female respondent's percentage.

Table 3 Education-wise classification of sample household
Statistics of the sample

Education

N	Valid	500
	Missing	0

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Illiterate	3	.6	.6	.6
	Primary	5	1.0	1.0	1.6
	High school	75	15.0	15.0	16.6
	SSC	83	16.6	16.6	33.2
	HSC	91	18.2	18.2	51.4
	Graduation	203	40.6	40.6	92.0
	Post Graduation	40	8.0	8.0	100.0
	Total	500	100.0	100.0	

(Source: Primary Data)

Figure 3 Education-wise classification of sample household
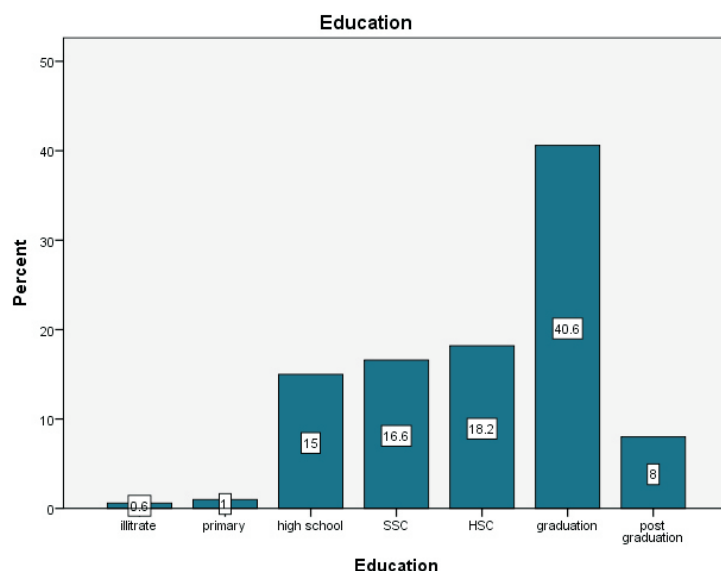
Interpretation: The above analysis shows frequency distribution and bar chart for the variable "Education of the respondents". Out of the 500 respondents surveyed 40.6 percent of them have Graduation degree, 18.8 percent of them are HSC, 16.6 percent of them are SSC, 15 percent of them are High School, 8 percent of them are Post Graduates, 1 percent is primary and 0.6 percent is illiterate.

Conclusion: Most of the respondents were Graduates followed by HSC qualification.

Table 4 Occupation-wise classification of sample household

Statistics of the sample

Occupation

N	Valid	500
	Missing	0

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	salaried (elite position)	74	14.8	14.8	14.8
	self employed (trading)	17	3.4	3.4	18.2
	self employed (large business)	53	10.6	10.6	28.8
	sales personnel	14	2.8	2.8	31.6
	salaried (teachers and professors)	14	2.8	2.8	34.4
	self employed (small service providers)	168	33.6	33.6	68.0
	Farmers	22	4.4	4.4	72.4
	homemaker	138	27.6	27.6	100.0
	Total	500	100.0	100.0	

(Source: Primary Data)

Figure 4 Occupation-wise classification of sample household
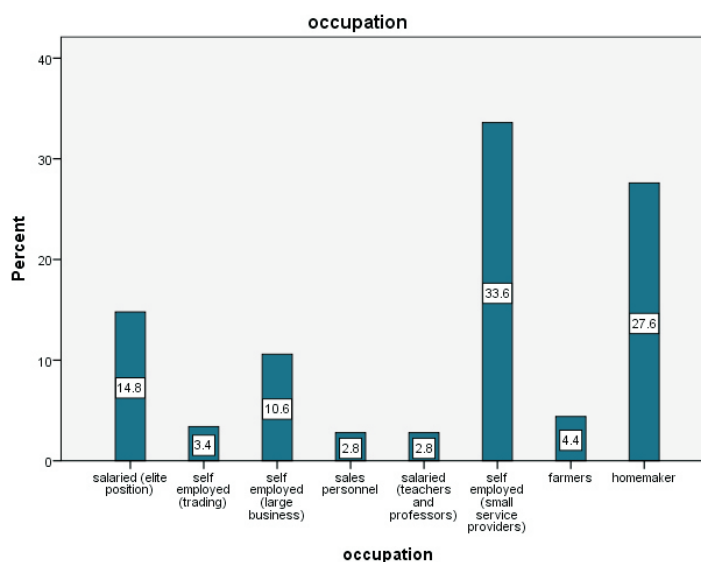
Interpretation: The SPSS output labeled "Occupation" shows frequency distribution and bar chart for the variable "Occupation of the respondents". Out of the 500 respondents surveyed 33.6 percent were self employed (small; service providers), 27.6 percent were homemakers, 14.8 percent were salaried, 50 percent of the respondents were self employed (large business) and homemakers rest included salaried (2.8 percent), farmers (4.4 percent), traders (3.4 percent), sales personnel (2.8 percent), teachers and professors (2.8 percent).

Conclusion: Most of the respondents were self employed.

Table 5 Monthly Income-wise classification of sample household
Statistics of the sample

Monthly Income

N	Valid	500
	Missing	0

Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below Rs. 10 000	290	58.0	58.0	58.0
	Rs. 10 001-20 000	148	29.6	29.6	87.6
	Rs. 20 001 - 30 000	52	10.4	10.4	98.0
	Rs. 30 001 - 40 000	7	1.4	1.4	99.4
	above Rs. 40 001	3	.6	.6	100.0
	Total	500	100.0	100.0	

(Source: Primary Data)

Figure 5 Monthly Income-wise classification of sample household
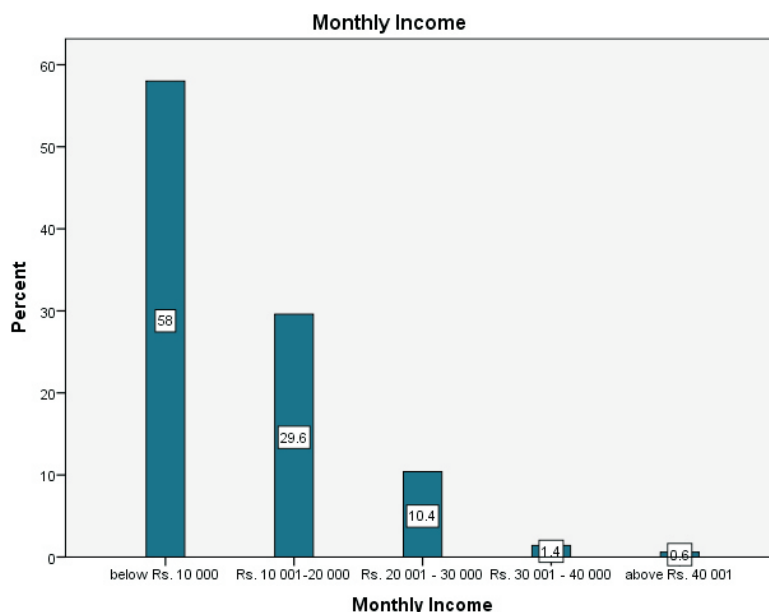
Interpretation: The SPSS labeled Monthly Income shows frequency distribution and bar chart for the variable "Monthly Income of the respondents". Out of the 500 respondents surveyed 58 percent had a monthly income below Rs-10000, 29.6 percent earned a salary between Rs-10,001 to 20, 000, 10.4 earned Rs-20,001 to 30,000, 1.4 percent between Rs-30,001 to 40,000. Very few i.e. 0.6 percent had a salary above Rs-40,000.

Conclusion: Majority of the respondents had a monthly income of less than Rs-10,000.

Table 6   Type of family-wise classification of sample household
Statistics of the sample

Type of Family

N	Valid	500
	Missing	0

Type of Family

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Joint family	179	35.8	35.8	35.8
	Nuclear family	321	64.2	64.2	100.0
	Total	500	100.0	100.0	

(Source: Primary Data)

Figure 6 Type of family-wise classification of sample household
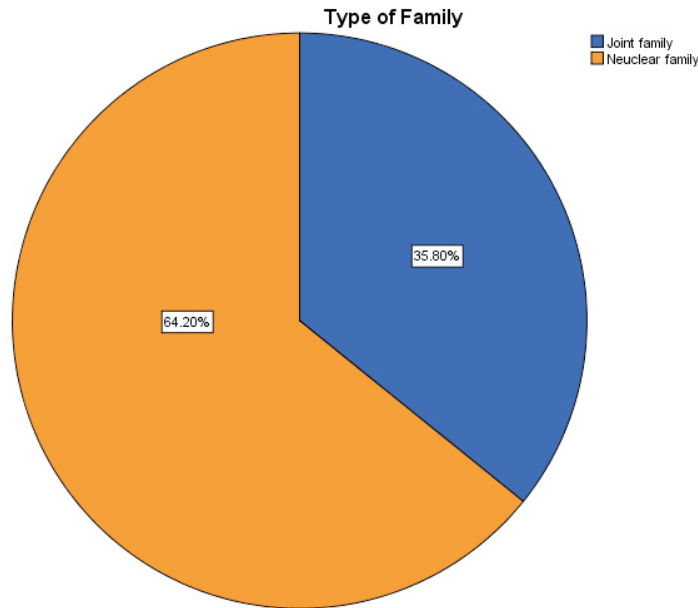
Type of Family

Interpretation: The SPSS labeled "Type of family" shows frequency distribution and Pie chart for the variable "Type of family of the respondents". Out of the 500 respondents surveyed 64.20 percent of respondents belong to Nuclear family and the rest 35.8 percent belong joint family.

Conclusion: Majority of respondents (64.20) belongs to nuclear family. Analysis shows a dominance of nuclear family over joint family.

Table 7 Number of family member-wise classification of sample household

Statistics of the sample

NumberOfFamily Members

N	Valid	500
	Missing	0

NumberOfFamily Members

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	between 1 and 3	115	23.0	23.0	23.0
	between 4 and 6	343	68.6	68.6	91.6
	between 7 and 9	23	4.6	4.6	96.2
	between 10 and 12	13	2.6	2.6	98.8
	between 12 and 15	6	1.2	1.2	100.0
	Total	500	100.0	100.0	

(Source: Primary Data)

Figure 7 Number of family member-wise classification of sample household
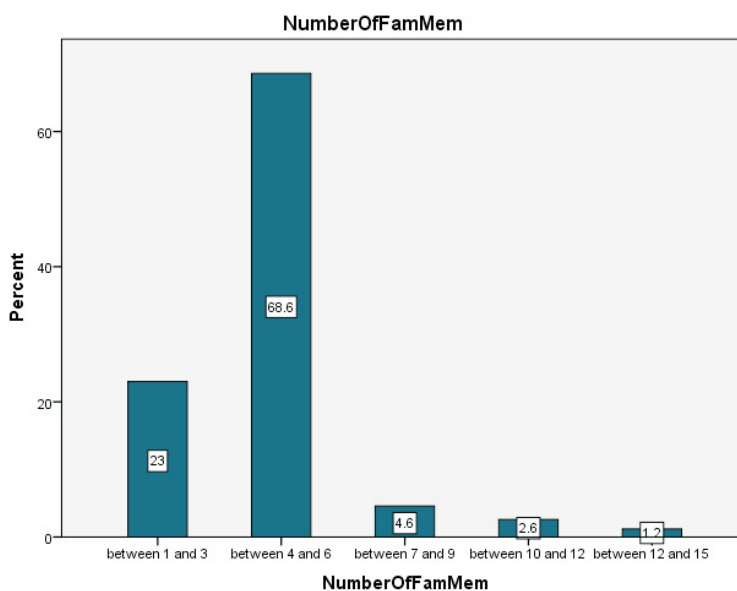
Interpretation: The above analysis shows frequency distribution and bar chart for the variable "Number of family members of the respondents". Out of the 500 respondents surveyed, maximum number of respondents (68.6) belonged to the family size of 4-6 members. This was followed by family size of 1-3 (23 percent) i.e., small family and 4.6 per cent of them belonged to large family (7-9 members), 2.6 percent of respondents belong to the family where the members are between 10 and 12and the rest 1.2 percent of respondents belong to the family where the members are between 12 to 15.

Conclusion: Majority of respondents (68.6 percent) belongs to family members in between 4 and 6, followed by 23 percent with 1 and 3 family members.

Table 8 Monthly Expenditure on food items in rupees.

<p align="center">Descriptive Statistics</p>

Range	Minimum	Maximum	Mean	Std. Deviation
Statistic	Statistic	Statistic	Statistic	Statistic
500	100	600	259.04	70.346
500	100	600	259.64	73.347
1400	200	1600	481.72	170.418
2700	100	2800	264.31	135.002
2680	120	2800	1004.48	465.836
500	100	600	224.80	55.273
4900	1200	6100	2493.99	817.319

Descriptive Statistics

	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
Cereals	1.444	.109	2.455	.218
Pulses	1.716	.109	3.592	.218
Fats and oil	2.885	.109	10.649	.218
Fruits and vegetables	13.524	.109	249.830	.218
Milk and Milk products	.989	.109	.805	.218
RTE Food	1.717	.109	5.967	.218
Total	1.448	.109	2.238	.218
Valid N (list wise)				

Statistics

Items

N	Valid	2494
	Missing	0

Items

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cereals	259	10.4	10.4	10.4
	fats and oils	482	19.3	19.3	29.7
	fruits and vegetables	264	10.6	10.6	40.3
	milk and milk product	1004	40.3	40.3	80.6
	pulses	260	10.4	10.4	91.0
	RTE products	225	9.0	9.0	100.0
	Total	2494	100.0	100.0	

(Source: Primary Data)

Figure 8 Monthly Expenditure on food items in rupees.
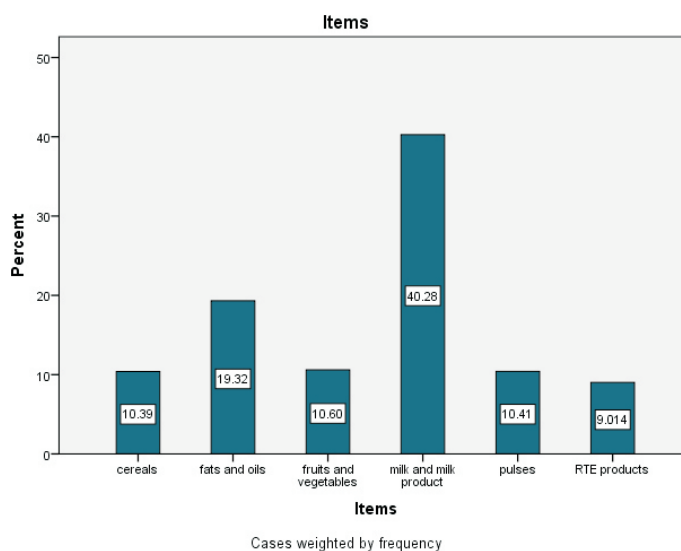
Interpretation: The SPSS output labeled "Monthly expenditure on food items" shows frequency distribution and bar chart for the variable "Monthly expenditure on food items of the respondents". Maximum share of the monthly expenditure by the respondents is accounted to milk and milk products (40.28 percent), 19.32 percent of the monthly income is spent on fats and oils, 10.6 percent on fruit and vegetables, 10.41 on pulses, 10.9 percent on cereals and 9.01 on RTE products.

Conclusion: A major portion of monthly income is spent on milk and milk products.
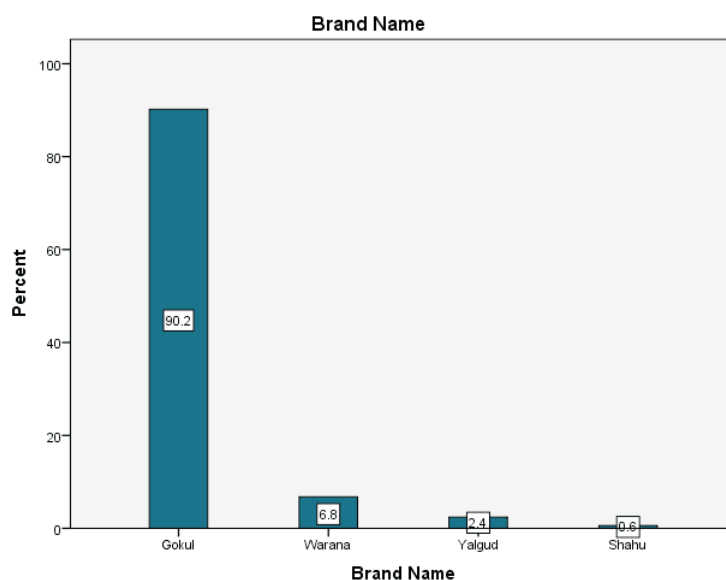
Table 9 Brand of milk consumed by the respondents
Statistics of the sample

Brand Name

N	Valid	500
	Missing	0

Brand Name

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Gokul	451	90.2	90.2	90.2
	Warana	34	6.8	6.8	97.0
	Yalgud	12	2.4	2.4	99.4
	Shahu	3	.6	.6	100.0
	Total	500	100.0	100.0	

(Source: Primary Data)

Figure 9 Brand of milk consume

Interpretation: The SPSS output labeled "Brand name" shows that frequency distribution and bar chart for the variable "brand of milk consumed". Out of 500 respondents surveyed 90.2 percent consume Gokul, 6.8 percent Warana, 2.4 percent Yalgud and 0.6 percent Shahu.

**Conclusion:** The most preferred brand is Gokul followed by Warana.

Table 5.10 Quantity of milk consumed
Statistics of the sample

Quantity

N	Valid	500
	Missing	0

Quantity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	500ml	242	48.4	48.4	48.4
	500-1000ml	240	48.0	48.0	96.4
	above 1000ml	18	3.6	3.6	100.0
	Total	500	100.0	100.0	

(Source: Primary Data)

Figure 10 Quantity of milk consumed
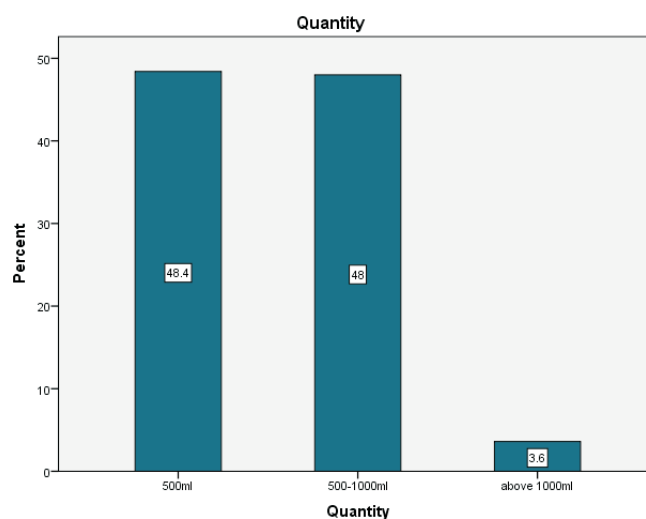
Interpretation: The SPSS labeled "Quantity of milk consumed" shows frequency distribution and bar chart for the variable "Quantity of milk consumed by the respondents". Out of the 500 respondents interviewed 48.40 percent prefer 500 ml quantity size and 48 percent prefer between 500 ml to 1000 ml quantity, very few (3.6 percent) opt for a quantity above 1000 ml.
Conclusion: Pack size of 500 ml and 500 to 1000 ml are most preferred by the consumers in Kolhapur city.

LIMITATIONS OF THE STUDY:
      The data collected would be subjected to recall bias. The study area was limited to Kolhapur city and the findings may not be applicable to other markets, as vast difference exists among the consumers with regard to demographic and psychographic characteristics.

FINDINGS:

From the survey conducted, following were the finding of the study:

1)Most of the respondents (44.80 percent) belonged to the age group of 31 to 40 years, followed by the age group up to 30 years (36.4 percent). (Refer Table No. 5.1)

2)Among the total respondents majority of the respondents (66.20 percent) were male and rest of them were female (33.8 per cent). (Refer Table No. 5.2)

3)While looking into the educational level 2/5th(40.60 percent) of the respondents had completed Graduation followed by HSC (18.8 per cent), SSC, High school, Post Graduation and primary education respectively. (Refer Table No. 5.3)

4)Self employed (Small service providers- 33.6 percent) and homemakers (27.6 percent) constitute the major (61.2 percent) occupational group among the respondents. (Refer Table No. 5.4)

5)The general characteristics of the respondents revealed that majority of the respondents (58 percent) belonged to income groups below Rs. 10,000, and rest of the respondents (29.6 percent) belonged to income group Rs.10001 to 20000. (Refer Table No. 5.5)

6)Majority of the respondents (64.20 percent) were from nuclear families and the remaining were from joint families (35.8 percent). (Refer Table No. 5.6)

7)The family size was from 4 to 6 members for 68.6 percent of the respondents followed by 23 percent having family size from 1 to 3 in selected wards of the city. (Refer Table No. 5.7)

8)The average monthly expenditure on food products was found to be the highest (40.28 percent) in case of Milk and milk products followed by expenditure on fats and oils (19.32). (Refer Table No. 5.8)

9)The analysis of the brand of milk consumed revealed that Gokul was the most (90.20 percent) preferred milk brand in Kolhapur city followed by Warana (6.8 percent). (Refer Table No. 5.9)

10)The study on the Quantity of milk consumed by respondents revealed that 500 ml (48.4 percent) and 500 to 1000 ml (48 percent) were almost equal. (Refer Table No. 5.10)

CONCLUSION

The study revealed the changing and dynamic consumer behavior in Kolhapur. The consumers are influencing them very much. Marketers have to frame appropriate marketing strategies keeping the city scenario and dynamics of consumer behavior. The majority of the respondents belonged to the age category of 31 to 40 years. The percentage of male respondents in the study was more than the female respondent's percentage. Most of the respondents were Graduates followed by HSC qualification and self employed. Majority of the respondents had a monthly income of less than Rs-10,000. Analysis shows a dominance of nuclear family over joint family. A major portion of monthly income is spent on milk and milk products. The most preferred brand is Gokul followed by Warana.

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