## International Multidisciplinary Research Journal

Golden Research

Thoughts

Chief Editor
Dr.Tukaram Narayan Shinde

Publisher Mrs.Laxmi Ashok Yakkaldevi Associate Editor Dr.Rajani Dalvi

Honorary Mr.Ashok Yakkaldevi

#### RNI MAHMUL/2011/38595

ISSN No.2231-5063

Golden Research Thoughts Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial board. Readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

#### **Regional Editor**

Dr. T. Manichander

#### International Advisory Board

Kamani Perera

Regional Center For Strategic Studies, Sri

Lanka

Janaki Sinnasamy

Librarian, University of Malaya

Romona Mihaila

Spiru Haret University, Romania

Delia Serbescu

Spiru Haret University, Bucharest,

Romania

Anurag Misra DBS College, Kanpur

Titus PopPhD, Partium Christian University, Oradea, Romania

Mohammad Hailat

Dept. of Mathematical Sciences, University of South Carolina Aiken

Abdullah Sabbagh

Engineering Studies, Sydney

Ecaterina Patrascu

Spiru Haret University, Bucharest

Loredana Bosca

Spiru Haret University, Romania

Fabricio Moraes de Almeida

Federal University of Rondonia, Brazil

George - Calin SERITAN

Faculty of Philosophy and Socio-Political Sciences Al. I. Cuza University, Iasi

Hasan Baktir

English Language and Literature

Department, Kayseri

Ghayoor Abbas Chotana

Dept of Chemistry, Lahore University of

Management Sciences[PK]

Anna Maria Constantinovici AL. I. Cuza University, Romania

Ilie Pintea.

Spiru Haret University, Romania

Xiaohua Yang PhD, USA

.....More

#### **Editorial Board**

Iresh Swami Rajendra Shendge Pratap Vyamktrao Naikwade

ASP College Devrukh, Ratnagiri, MS India Ex - VC. Solapur University, Solapur

N.S. Dhaygude R. R. Patil

Head Geology Department Solapur

University, Solapur

Rama Bhosale

Prin. and Jt. Director Higher Education,

Panvel

Salve R. N.

Department of Sociology, Shivaji

University, Kolhapur

Govind P. Shinde

Bharati Vidyapeeth School of Distance Education Center, Navi Mumbai

Chakane Sanjay Dnyaneshwar Arts, Science & Commerce College,

Indapur, Pune

Awadhesh Kumar Shirotriya Secretary, Play India Play, Meerut(U.P.)

Ex. Prin. Dayanand College, Solapur

Narendra Kadu

Jt. Director Higher Education, Pune

K. M. Bhandarkar

Praful Patel College of Education, Gondia

Sonal Singh

Vikram University, Ujjain

G. P. Patankar

S.Parvathi Devi

S. D. M. Degree College, Honavar, Karnataka Shaskiya Snatkottar Mahavidyalaya, Dhar

Maj. S. Bakhtiar Choudhary

Director, Hyderabad AP India.

Sonal Singh,

Ph.D.-University of Allahabad

Vikram University, Ujjain

Director, B.C.U.D. Solapur University,

Solapur

R. R. Yalikar

Director Managment Institute, Solapur

Umesh Rajderkar

Head Humanities & Social Science

YCMOU, Nashik

S. R. Pandya

Head Education Dept. Mumbai University,

Mumbai

Alka Darshan Shrivastava

Rahul Shriram Sudke

Devi Ahilya Vishwavidyalaya, Indore

S.KANNAN

Annamalai University, TN

Satish Kumar Kalhotra

Maulana Azad National Urdu University

Address:-Ashok Yakkaldevi 258/34, Raviwar Peth, Solapur - 413 005 Maharashtra, India Cell: 9595 359 435, Ph No: 02172372010 Email: ayisrj@yahoo.in Website: www.aygrt.isrj.org



### **Golden Research Thoughts**

International Recognition Multidisciplinary Research Journal

RNI : MAHMUL/2011/38887 ISSN No: 2231-5063

Impact Factor 2.2052 (UIF) [Yr. 2014]

3.4052 (UIF) [Yr. 2015] 4.6052 (UIF) [Yr. 2016]



## **Golden Research Thoughts**



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

Dr. Anil N. Barbole<sup>1</sup> and Mr. Prashant B. Kadam<sup>2</sup>

- <sup>1</sup> Research Guide, Tilak Maharashtra Vidyapeeth, Pune, India.
- <sup>2</sup> Research Student, Tilak Maharashtra Vidyapeeth, Pune, India.

#### **ABSTRACT**

ilk 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**

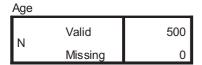
The data required for the study will be collected from the respondents at retail outlets, departmental stores, bakeries and even at the homes with the help of pre-structured questionnaire

#### **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 distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
	up to 30 years	182	36.4	36.4	36.4
	31-40 years	224	44.8	44.8	81.2
Valid	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	

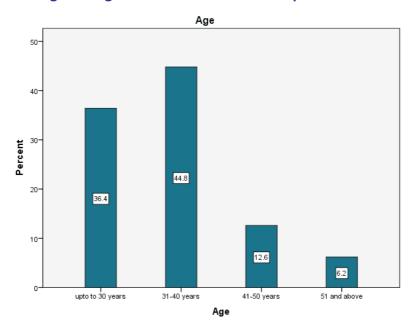


Figure 1 Age-wise classification of sample household

**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		
	Valid	500
IN	Missing	0

Sex wise classification

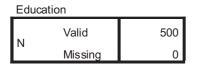
		Frequency	Percent	Valid Percent	Cumulative
					Percent
	Male	331	66.2	66.2	66.2
Valid	Female	169	33.8	33.8	100.0
	Total	500	100.0	100.0	

Sex male female

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						
	Frequency Percent Valid Percent Cui						
					Percent		
	Illiterate	3	.6	.6	.6		
	Primary	5	1.0	1.0	1.6		
	High school	75	15.0	15.0	16.6		
Valid	SSC	83	16.6	16.6	33.2		
Vallu	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			

Figure 3 Education-wise classification of sample household

**Interpretation:** The above analysis shows frequency distribution and par 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
IN	Missing	0

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
	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
Valid	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	

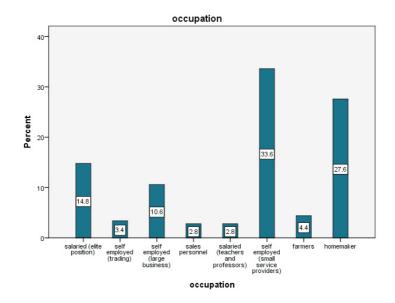


Figure 4 Occupation-wise classification of sample household

**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	
IN	Missing	0	

Monthly Income							
		Frequency	Percent	Valid Percent	Cumulative Percent		
	below Rs. 10 000	290	58.0	58.0	58.0		
	Rs. 10 001-20 000	148	29.6	29.6	87.6		
<b>17.15.1</b>	Rs. 20 001 - 30 000	52	10.4	10.4	98.0		
Valid	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			

Monthly Income

50

40

20

below Rs. 10 000 Rs. 10 001-20 000 Rs. 20 001 - 30 000 Rs. 30 001 - 40 000 above Rs. 40 001

Monthly Income

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		
IN	Missing	0		

_	Type of Family						
Frequency Percent Valid Percent Cumulative Percent					Cumulative Percent		
	Joint family	179	35.8	35.8	35.8		
Valid	Nuclear family	321	64.2	64.2	100.0		
	Total	500	100.0	100.0			

Type of Family

Joint family
Neuclear family

64.20%

Figure 6 Type of family-wise classification of sample household

**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
N	Missing	0

NumberOfFamily Members

Numberon anni y members						
		Frequency	Percent	Valid Percent	Cumulative	
					Percent	
	between 1 and 3	115	23.0	23.0	23.0	
Valid	between 4 and 6	343	68.6	68.6	91.6	
	between 7 and 9	23	4.6	4.6	96.2	
Vallu	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		

NumberOfFamMem

60

68.6

68.6

between 1 and 3 between 4 and 6 between 7 and 9 between 10 and 12 between 12 and 15

NumberOfFamMem

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 12 and 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.

Descriptive Statistics						
Range	Minimum	Minimum Maximum		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

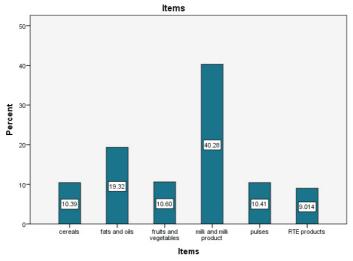
N	Valid	2494
IN	Missing	0

Items

_							
		Frequency	Percent	Valid Percent	Cumulative		
					Percent		
	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		
Valid	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.



Cases weighted by frequency

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

(Source: Primary Data)

Brand Name

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

Quan	tity	
N	Valid	500
IN	Missing	0

Quantity							
		Frequency	Percent	Valid Percent	Cumulative		
					Percent		
	500ml	242	48.4	48.4	48.4		
Valid	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)

Quantity

5040404048.4

48.4

48.4

Quantity

Sound Sound

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.

#### **REFERENCES:**

- 1)http://www.bhagavad-gita.org/Images/cow-gomatha\_vishnu.gif
- 2)http://3.bp.blogspot.com
- 3) DFPI, Annual Report-1999-2000
- 4)http://www.apeda.gov.in/apedawebsite/SubHead\_Products/Dairy\_Products.htm
- 5)http://www.hindustanstudies.com/documents/dairysept09report.pdf
- 6)National Dairy Plan 2007-08 to 2011-12, Department of Animal Husbandry, Government of India; Guesstimates made by Department
- 7) www.hindustanstudies.com, Milk and Dairy Products in India © HS&SL 2009

# Publish Research Article International Level Multidisciplinary Research Journal For All Subjects

Dear Sir/Mam,

We invite unpublished Research Paper, Summary of Research Project, Theses, Books and Book Review for publication, you will be pleased to know that our journals are

## Associated and Indexed, India

- ★ International Scientific Journal Consortium
- \* OPEN J-GATE

## Associated and Indexed, USA

- EBSCO
- Index Copernicus
- Publication Index
- Academic Journal Database
- Contemporary Research Index
- Academic Paper Databse
- Digital Journals Database
- Current Index to Scholarly Journals
- Elite Scientific Journal Archive
- Directory Of Academic Resources
- Scholar Journal Index
- Recent Science Index
- Scientific Resources Database
- Directory Of Research Journal Indexing

Golden Research Thoughts 258/34 Raviwar Peth Solapur-413005, Maharashtra Contact-9595359435 E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com Website: www.aygrt.isrj.org