Consumer Attitude towards Dairy Products – An Empirical Study in Erode District

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ABSTRACT

The dairy industry is one of the most important components of the world food system, and is undergoing dramatic change at the current time. It is highly probable that within ten years, the global dairy industry will be scarcely recognizable from its current form. So, attitudinal changes of consumers also vary in the past 2 decades. Attitude of the consumers will continuously change owing to the technological research and innovation in the dairy industry. So, this research emerged and aimed to examine the consumer attitude towards dairy products in Erode district of Tamilnadu, India. Because Erode district shows its more involvement in agriculture along with dairy products. The researcher has selected 132 consumers who have using the dairy products in different way of usage like milk, butter, butter milk, ghee, palkova, etc. The changes in their attitude would find from a structured questionnaire which consists of demographic and usage of dairy products, and their attitude on dairy products. The collected data were subdued into tables and charts with the help of MS-excel and SPSS 22.0. This research has found the results as most of the respondents were urban area consumers of dairy products, purchasing frequently Aavin products and they were using dairy products for 5 to 10 years in the study area.

Keywords-- Dairy Products, Consumer Attitude, Milk Products, Attitudinal Change

I. INTRODUCTION

In many respects the dairy industry occupies a special position among the other sectors of agriculture. Milk is produced everyday and gives a regular income to the numerous small producers. Milk production is highly labour-intensive and provides a lot of employment. The dairy industry is the sector with the highest degree of protection due to the economically vulnerable position of small milk producers. Milk-also known as white gold-can be used to make an enormous variety of high-quality products. The high-cost of milk as a raw material has necessitated high-tech processing industry. The special nature of milk(perishable and bulky)leads to the necessity of strict and comprehensive equality regulation and to high transport costs. The large dependence of milk producers on the dairy processing industry has resulted in a strong position held by the co-operatives in milk marketing and in the processing industry. The dairy industry has a number of specific features which distinguish it from the other sectors of agriculture in a number of respects. The dairy industry is a special case in world agriculture. The specifics of the dairy industry are due to four, partly interrelated factors. The first factor is to be found in the specific properties of milk as a raw material. Milk is basically a liquid consisting of 90 per cent water, which means that it is a bulky and heavy commodity also; milk is produced on a daily basis. As a consequence, milk requires high-cost transportation and there is a cost limit on the range over which it can be sold. Furthermore, milk will only keep for a few days, which places a time limit on the period during which it must be used or processed and transformed into a more stable, longer keeping form. On top of that, milk is highly perishable and also potentially subject to adulteration, whilst the quality of the raw material is highly dependent on farm management. Strict and comprehensive quality regulations are therefore customary and necessary, and they are much more far-reaching and comprehensive than in other agricultural sectors. The second factor distinguishing the dairy industry within agriculture as a whole is the socio-economic position of dairy farmers. The third factor highlighting the special position of the dairy industry is the strong position held by the co-operatives in milk processing. The fourth and final factor involved in the specific structure of the dairy industry is the fact that milk is a very valuable but at the same times an extremely expensive raw material.

II. REVIEW OF LITERATURE

In case of Krešić et al. (2010) inferred that women consumed more dairy beverages than men and that they also chose low-fat dairy beverages in greater numbers. Also, consumers had positive attitudes toward whey-based beverages. Further, brand was ranked second for males and health aspect for females. Moreover, taste was the most important choice motive, followed by health aspects. The authors Parimala and Suruthi (2021) showed that quality was the major component expected by the

consumer on dairy products and other factors like affordability, brand, required quantity, more favours were also considered by the consumers. Besides, children looked for the favours, gifts and offers while adults and other age group look for nutritional value and quality of the products. Also, the attitude of customer differed according to the age, it was concluded that there was a relationship between age and the factors that were influencing the consumer to purchase dairy products. The result from Abinaya and Santhi (2018)found that there was a relationship between age-wise, gender, marital status, educational qualification, type of family, food habits and fat content of the respondents and attitude towards expired dairy products. Also, there was a relationship between annual income and attitude towards high price. Further, there was a relationship between the brand of paneer of the respondents and their attitude of customers towards the low supply of branded products. The study of Dhanya and Venkatesa Palanichamy (2018) found that most of the Aroma consumers were satisfied with the product and considered quality as the most important criteria for making purchase decisions. Further, it was found that marital status, age, education status influenced the purchasing behavior of consumers.

The result from Sugrová et al. (2018) confirmed that Slovak seniors mostly consumed dairy products such as milk, sour milk products and yogurt drinks. The main reasons for consuming these dairy products included especially taste, health point of view and habits. Hence, most respondents consumed these products more than once a week and for breakfast and they considered important factor for decision- making process as price. According to Bytyqi et al. (2020) observed that the date of production and the content of milk and dairy products were the most important factors that consumers considered when purchasing milk and dairy products. In addition, consumers were most likely to buy milk and dairy products twice a week. They confirmed that supermarkets were the favourite place of supply for milk and dairy products for consumers. The study from Barad and Mehta (2017) indicated that customer had positive attitude toward unpacked milk while they preferred to purchase packed milk because they required a standard fat level and standard quality of milk. Also, majority of the consumers gave higher priority to quality while making purchase related decision. Furthermore, freshness was a strong variable for purchasing an unpacked milk. The researchers Bousbia et al. (2017) proved that the most important socio-economic variables explaining individual differences in consumer behaviors were taste trust, health benefits, packaging, type of shop, brand, the origin of product and publicity. The results showed highly variable levels of milk and dairy products consumption whereas raw milk consumption was significantly higher in the rural than in the urban areas and consumption of pasteurized packaged milk and Ultra High Temperature (UHT) milk was significantly higher in urban areas. Moreover, major factors in the variation of dairy products consumption such as geographic area, number of children per household, income level and price.

III.   RATIONALE OF THE STUDY

The marketing programmers' and policies depend upon the consumer attitude and behaviour which is imperative to survive in the market. The present study has made a broad objective to explore the consumer attitude towards dairy products in Erode district, Tamilnadu, thereby to arrive at consensus on the marketing strategies to be followed in the dairy market. Hence, the present study focuses mainly on the factors affecting the consumer attitude and factors influencing their attitude. Further, the present study also focuses on both organized and unorganized sector buying of dairy products which is a threat to today's dairy industry.

IV.   RESEARCH AIM

- To study the consumers' personal profile and buying attitude of the selected consumers in Erode district.
- To evaluate the attitude of the consumers towards dairy products in the study area.

V.   RESEARCH HYPOTHESIS

H_{01}: There is no significant relationship between the selected independent variables of the consumers and their attitude towards dairy products.

H_{02}: The selected independent variables are not positively associated with the consumers' attitude towards dairy products.

VI.   RESEARCH DESIGN AND TECHNIQUE

Descriptive research is naturally used in this research study. Both primary and secondary data were used in this research. Convenience sampling technique has been used for selecting the consumers. A structured questionnaire has been used for collection of respondents opinion towards dairy products. 132 consumers were selected and collected their attitudinal opinion about the dairy products in Erode district of Tamilnadu, India. The collected data were subdued into tables and charts. The software like MS-Excel and SPSS 22.0 were used in this research. Statistical tools like percentage analysis, mean

score analysis, cross-tabulation, chi-square analysis and correlation analysis have been used in this research. Null hypotheses also framed and tested with the help of chi-square test and correlation analysis. The results are discussed in the following sections.

VII. RESULTS AND DISCUSSION

This section has divided into two heads for ease of analysis and shows the objectives of this research. The first section has been discussed about the demographic profile of the consumers of dairy products consisted variables such as age, gender, monthly family income, living area, company products purchasing frequently, period of using and monthly expenses for purchasing. On the other hand, the second section has focused that the relationship between selected independent variables and consumer attitude towards dairy products in Erode district. The details are furnished in the following tables.
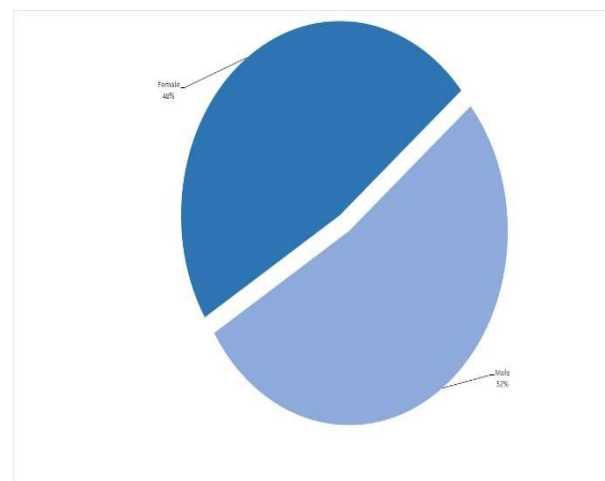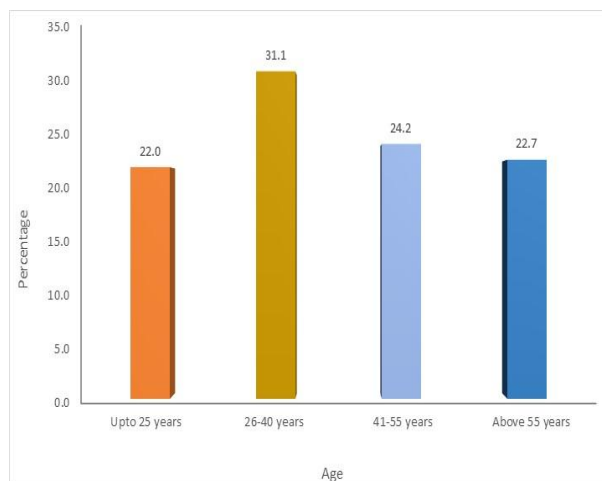
Section 1: Demographic Profile of the Respondents

The following table shows the demographic profile of the respondents.

Table 1: Demographic Profile of the Respondents

S. No.	Variables	No. of Respondents	Percentage
	Age		
1	Upto 25 years	29	22.0
2	26-40 years	41	31.1
3	41-55 years	32	24.2
4	Above 55 years	30	22.7
	Total	132	100.0
	Gender		
1	Male	69	52.3
2	Female	63	47.7
	Total	132	100.0
	Monthly Family Income		
1	Upto Rs.20,000	32	24.2
2	Rs.20,001- 30,000	27	20.5
3	Rs.30,001- 40,000	46	34.8
4	Above Rs.40,000	27	20.5
	Total	132	100.0
	Living Area		
1	Urban	58	43.9
2	Semi-urban	50	37.9
3	Rural	24	18.2
	Total	132	100.0
	Company Products Purchasing		
1	Aavin	39	29.5
2	Amul	23	17.4
3	Hatsun (Arokya)	25	18.9
4	Milky Mist	21	15.9
5	Local Brand	14	10.7
6	Others	10	7.6
	Total	132	100.0
	Period of Using		
1	Less than 5 years	24	18.2
2	5 to 10 years	56	42.4
3	10 to 15 years	31	23.5
4	From childhood	21	15.9
	Total	132	100.0

S. No.	Variables	No. of Respondents	Percentage
	Monthly Expenses		
1	Upto Rs.1000	46	34.8
2	Rs.1001 to Rs.1500	51	38.7
3	Above Rs.1500	35	26.5
	Total	132	100.0

- The above table shows that 22.0% of the respondents are belong to age category of upto 25 years, 31.1 % of the respondents are aged in the group of 26-40 years, 24.2 % of the respondents belong to age group of 41-55 years and 22.7 % of the respondents came into above 55 years of age category.
- It is confirmed from the analysis that 52.3 % of the respondents are male and 47.7 % of the respondents are female consumers.
- The analysis indicated that 24.2 % of the respondents have upto Rs.20,000 as their monthly family income, 20.5 % of the respondents as Rs.20,001- 30,000, 34.8 % of the respondents as Rs.30,001- 40,000 and 20.5 % of the respondents as above Rs.40,000.
- This study observed that 43.9 % of the respondents are urban area consumers, 37.9 % of the respondents are semi-urban area consumers and 18.2 % of respondents are rural area consumers.

- It is explored that 29.5 % of the respondents are purchasing frequently Aavin products, 17.4 % of the respondents are buying Amul products, 18.9 % of the respondents as Hatsun (Arokya) products, 15.9 % of the respondents as Milky Mist products, 10.7 % of the respondents as local brands and 7.6 % of the respondents are buying other company products.
- The analysis measured that 18.2 % of the respondents are utilizing dairy products for less than 5 years, 42.4 % of the respondents are using for 5 to 10 years, 23.5 % of the respondents are utilizing for 10 to 15 years and 15.9 % of the respondents are using dairy products from childhood days.
- The analysis examined that 34.8 % of the respondents are purchasing dairy products upto Rs.1000 monthly, 38.7 % of the respondents are consuming for Rs.1001 to Rs.1500 and 26.5 % of respondents are buying dairy products above Rs.1500 in a month.
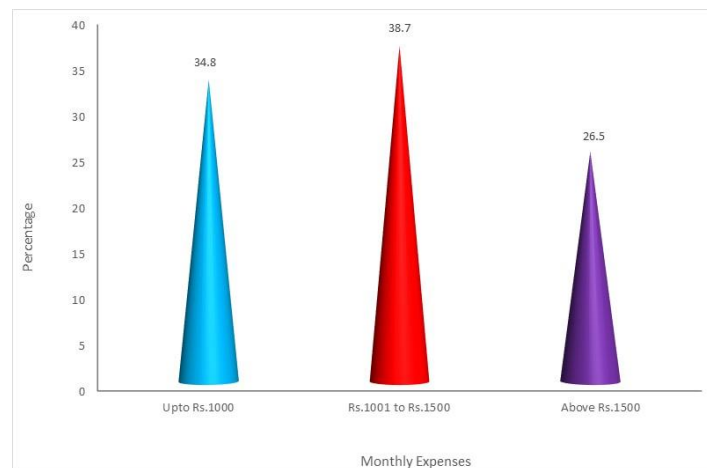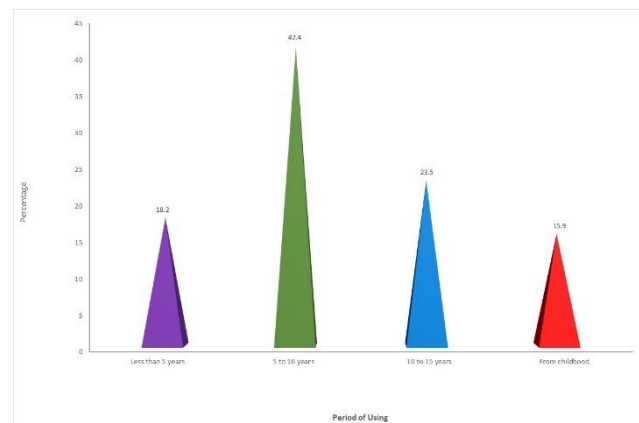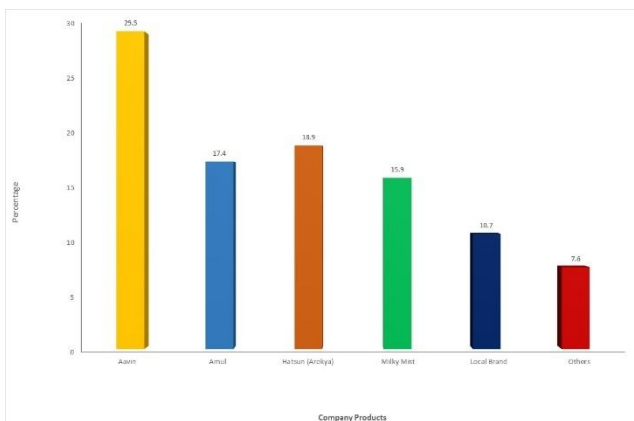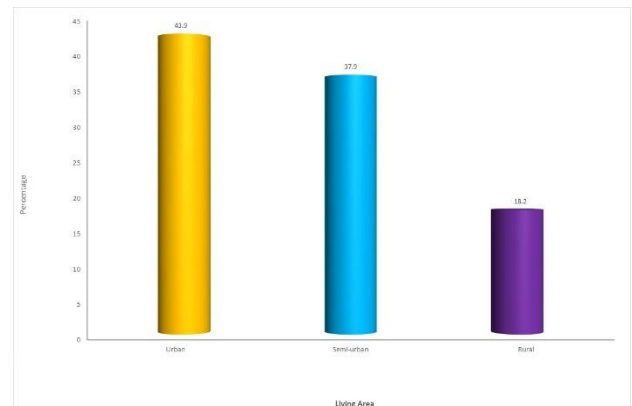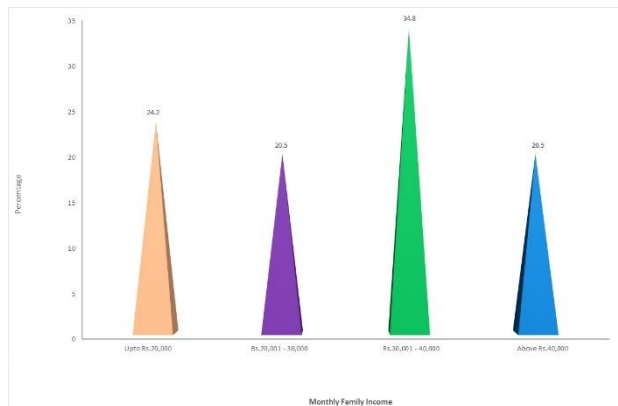
Chart: Demographic Profile of the Respondents

Section 2: Consumer Attitude towards Dairy Products

This section has discussed about the consumers attitude towards dairy products in the study area. For this objective, ten statements have been developed and included 5 points Likert's scaling method for testing the consumer attitude towards dairy products. The Mean and Standard Deviation of the statements are furnished in the following table.

Table 2: Consumer Attitude towards Dairy Products

No.	Factors	Mean	SD
1	I prefer to buy dairy products available nearest to my place	3.80	1.14
2	The advertisement encourages me to buy the dairy products	3.73	1.34
3	I feel that dairy products are reasonably priced	3.70	1.20
4	I get good quality of dairy products	3.97	1.20
5	I want to switch product / brand used by a trustable celebrity after watching it	3.70	1.22
6	Freshness of the dairy products adds sentiment of the product	3.56	1.15
7	I buy a brand of dairy products if it is organically produced	3.85	1.41
8	I always look for the value for money when I purchase the dairy products	3.79	1.30
9	I always prefer dairy products that have been tagged with low price	3.83	1.20
10	I know the information about the dairy products through print and visual media	3.62	1.16

It is examined from the analysis that among the ten categories of consumer attitude towards dairy products, I get good quality of dairy products with the mean score of 3.97 followed by I buy a brand of dairy products if it is organically produced with the mean score of 3.85.

Consumer Attitude towards Dairy Products (Chi-Square Analysis)
Relationship between Age and Consumer Attitude towards Dairy Products
H_0: There is no significant relationship between age of the consumers and attitude towards dairy products.

Table 3: Age and Consumer Attitude towards Dairy Products

S. No	Age	Level of Attitude			Total	Mean	Chi-Square Value
		Low	Medium	High			
1	Upto25 years	6 (20.7%)	5 (17.2%)	18 (62.1%)	29	3.57	15.330 (0.018**)
2	26-40 years	9 (22.0%)	11 (26.8%)	21 (51.2%)	41	3.83	
3	41-55 years	5 (15.6%)	19 (59.4%)	8 (25.0%)	32	3.82	
4	Above 55 years	7 (23.3%)	8 (26.7%)	15 (50.0%)	30	3.58	
	Total	**27**	**43**	**62**	**132**		

Note: Parenthesis indicates 'p' value; ** - Significant at 5% level

It is indicated from the analysis that maximum level of attitude towards dairy products is perceived by the consumers belong to 26-40 years of age group. It is determined that the null hypothesis is rejected as 'p' value is lesser than 0.05. Also, there is a close significant relationship between age of the consumers and attitude towards dairy products.

Relationship between Gender and Consumer Attitude towards Dairy Products
H_0: There is no significant relationship between gender of the consumers and attitude towards dairy products.

Table 4: Gender and Consumer Attitude towards Dairy Products

S. No	Gender	Level of Attitude			Total	Mean	Chi-Square Value
		Low	Medium	High			
1	Male	15 (21.7%)	16 (23.2%)	38 (55.1%)	69	3.77	6.048 (0.049**)
2	Female	12 (19.0%)	27 (42.9%)	24 (38.1%)	63	3.65	
	Total	27	43	62	132	27	

Note: Parenthesis indicates 'p' value;* - Significant at 5% level

It is observed from the analysis that maximum level of attitude towards dairy products is perceived by the male consumers. It is assessed that the null hypothesis is rejected due to 'p' value is lesser than 0.05. Further, there is a close significant relationship between gender of the consumers and attitude towards dairy products.

Relationship between Monthly Family Income and Consumer Attitude towards Dairy Products

H_0: There is no significant relationship between monthly family income of the consumers and attitude towards dairy products.

Table 5: Monthly Family Income and Consumer Attitude towards Dairy Products

S. No	Monthly Family Income	Level of Attitude			Total	Mean	Chi-Square Value
		Low	Medium	High			
1	Upto Rs.20,000	2 (6.3%)	19 (59.4%)	11 (34.4%)	32	3.82	28.877 (0.000*)
2	Rs.20,001- 30,000	12 (44.4%)	2 (7.4%)	13 (48.1%)	27	3.26	
3	Rs.30,001- 40,000	7 (15.2%)	11 (23.9%)	28 (60.9%)	46	3.81	
4	Above Rs.40,000	6 (22.2%)	11 (40.7%)	10 (37.0%)	27	3.84	
	Total	27	43	62	132		

Note: Parenthesis indicates 'p' value; * - Significant at 1% level

From the analysis, it is revealed that maximum level of attitude towards dairy products is perceived by the consumers have above Rs.40,000 as their monthly family income. It is measured that the 'p' value is lesser than 0.05 consequently the null hypothesis is rejected. Moreover, there is a close significant relationship between monthly family income of the consumers and attitude towards dairy products.

Relationship between Living Area and Consumer Attitude towards Dairy Products

H_0: There is no significant relationship between living area of the consumers and attitude towards dairy products.

Table 6: Living Area and Consumer Attitude towards Dairy Products

S. No	Living Area	Level of Attitude			Total	Mean	Chi-Square Value
		Low	Medium	High			
1	Urban	11 (19.0%)	23 (39.7%)	24 (41.4%)	58	3.73	17.609 (0.001*)
2	Semi-urban	6 (12.0%)	11 (22.0%)	33 (66.0%)	50	3.71	
3	Rural	10 (41.7%)	9 (37.5%)	5 (20.8%)	24	3.66	
	Total	27	43	62	132		

Note: Parenthesis indicates 'p' value; * - Significant at 1% level

From the table, it is obtained that maximum level of attitude towards dairy products is perceived by the urban area consumers. It is found that the 'p' value is lesser than 0.05 thus the null hypothesis is rejected. Likewise, there is a close significant relationship between living area of the consumers and attitude towards dairy products.

Relationship between Company Products Purchasing Frequently and Consumer Attitude towards Dairy Products

H_0: There is no significant relationship between company products purchasing frequently by the consumers and attitude towards dairy products.

Table 7: Company Products Purchasing Frequently and Consumer Attitude towards Dairy Products

S. No	Company Products	Level of Attitude			Total	Mean	Chi-Square Value
		Low	Medium	High			
1	Aavin	9 (23.1%)	9 (23.1%)	21 (53.8%)	39	3.68	22.030 (0.015**)
2	Amul	2 (8.7%)	7 (30.4%)	14 (60.9%)	23	3.91	
3	Hatsun (Arokya)	5 (20.0%)	9 (36.0%)	11 (44.0%)	25	3.72	
4	Milky Mist	5 (23.8%)	6 (28.6%)	10 (47.6%)	21	3.90	
5	Local Brand	5 (35.7%)	3 (21.4%)	6 (42.9%)	14	3.16	
6	Others	1 (10.0%)	9 (90.0%)	0 (0.0%)	10	3.73	
	Total	27	43	62	132		

Note: Parenthesis indicates 'p' value; * - Significant at 1% level

It is known from the analysis that maximum level of attitude towards dairy products is perceived by the consumers purchasing Amul products. It is explored that the 'p' value is lesser than 0.05 therefore the null hypothesis is rejected. Further, there is a close significant relationship between company products purchasing frequently by the consumers and attitude towards dairy products.

Relationship between Period of Using and Consumer Attitude towards Dairy Products

H_0: There is no significant relationship between period of using by the consumers and attitude towards dairy products.

Table 8: Period of Using and Consumer Attitude towards Dairy Products

S. No	Period of Using	Level of Attitude			Total	Mean	Chi-Square Value
		Low	Medium	High			
1	Less than 5 years	6 (25.0%)	0 (0.0%)	18 (75.0%)	24	3.63	37.160 (0.000*)
2	5 to 10 years	12 (21.4%)	21 (37.5%)	23 (41.1%)	56	3.79	
3	10 to 15 years	5 (16.1%)	6 (19.4%)	20 (64.5%)	31	3.68	
4	From childhood	4 (19.0%)	16 (76.2%)	1 (4.8%)	21	3.63	
	Total	27	43	62	132		

Note: Parenthesis indicates 'p' value; * - Significant at 1% level

It is confirmed that maximum level of attitude towards dairy products is perceived by the consumers using for 5 to 10 years. It is measured that the null hypothesis is rejected for the reason of 'p' value is lesser than 0.05. Also, there is a close significant relationship between period of using by the consumers and attitude towards dairy products.

Relationship between Monthly Expenses for Purchasing and Consumer Attitude towards Dairy Products
H_0: There is no significant relationship between monthly expenses for purchasing by the consumers and attitude towards dairy products.

Table 9: Monthly Expenses for Purchasing and Consumer Attitude towards Dairy Products

S. No	Monthly Expenses	Level of Attitude			Total	Mean	Chi-Square Value
		Low	Medium	High			
1	Upto Rs.1000	12 (26.1%)	13 (28.3%)	21 (45.7%)	46	3.78	
2	Rs.1001 to Rs.1500	10 (19.6%)	14 (27.5%)	27 (52.9%)	51	3.61	4.677 (0.322^{NS})
3	Above Rs.1500	5 (14.3%)	16 (45.7%)	14 (40.0%)	35	3.81	
	Total	27	43	62	132		

Note: Parenthesis indicates 'p' value; NS–Not Significant

It is divulged that maximum level of attitude towards dairy products is perceived by the consumers who spending above Rs.1500 in a month. It is evaluated that the null hypothesis is accepted due to the 'p' value is greater than 0.05. Moreover, there is no significant relationship between monthly expenses by the consumers and attitude towards dairy products.

Degree of Relationship between Selected Independent Variables and Consumer Attitude towards Dairy Products (Correlation Analysis)
      For examining the relationship between selected independent variables and consumer attitude of dairy products, a correlation analysis is undertaken.

Table 10: Degree of Relationship between Selected Independent Variables and Consumer Attitude towards Dairy Products (Correlation Analysis)

No.	Independent variables	'r' value	'p' value
1.	Age	0.521	0.000*
2.	Monthly Family Income	0.179	0.040**
3.	Period of using	0.326	0.000*
4.	Monthly Expenses	-0.020	0.819^{NS}

Note: * - Significant at 1% level; ** - Significant at 1% level; NS – Not Significant.

It is concluded that among the four selected independent factors, three factors viz., age, monthly family income and period of using are having positive correlation with the consumer attitude towards dairy products. On the other hand, the variable monthly expenses is not associated with the consumer attitude towards dairy products in the study area. It is found that whenever the age, monthly family income and period of using increases their attitude towards dairy products also positively increases.

VIII. FINDINGS

- ➢ It is observed that majority of the respondents are belong to age group of 41-55 years.

- ➢ The analysis indicated that most of the respondents are male consumers.
- ➢ It is showed that utmost of the respondents have Rs. 30,001-40,000 as their monthly family income.
- ➢ It is confirmed that majority of the respondents are urban area consumers of dairy products.
- ➢ The analysis inferred that most of the respondents are purchasing frequently Aavin products in the study area.
- ➢ It is identified that majority of the respondents are using dairy products for 5 to 10 years in the study area.

➢ The results measured that most of the respondents are spending Rs.1001 to Rs.1500 for purchasing dairy products monthly.

➢ It is revealed that the statements 'I get good quality of dairy products' has highest mean score followed by 'I buy a brand of dairy products if it is organically produced' among the ten categories of consumer attitude towards dairy products.

➢ It is found that maximum level of attitude towards dairy products is perceived by the consumers belong to 26-40 years of age group. The Chi-square analysis revealed that there is a close significant relationship between age of the consumers and attitude towards dairy products.

➢ It is showed that maximum level of attitude towards dairy products is perceived by the male consumers. From the Chi-square test, it is assessed that there is a close significant relationship between gender of the consumers and attitude towards dairy products.

➢ It is revealed that maximum level of attitude towards dairy products is perceived by the consumers have above Rs. 40,000 as their monthly family income. The Chi-square analysis measured that there is a close significant relationship between monthly family income of the consumers and attitude towards dairy products.

➢ It is obtained that maximum level of attitude towards dairy products is perceived by the urban area consumers. From the Chi-square test, there is a close significant relationship between living area of the consumers and attitude towards dairy products.

➢ It is assessed that maximum level of attitude towards dairy products is perceived by the consumers purchasing Amul products. The Chi-square test contributed results that there is a close significant relationship between company products purchasing frequently by the consumers and attitude towards dairy products.

➢ It is showed that maximum level of attitude towards dairy products is perceived by the consumers using for 5 to 10 years. From the Chi-square test, there is a close significant relationship between period of using by the consumers and attitude towards dairy products.

➢ It is cleared that maximum level of attitude towards dairy products is perceived by the consumers who spending above Rs. 1500 in a month. It is found from Chi-square test that there is no significant relationship between monthly expenses by the consumers and attitude towards dairy products.

➢ It is concluded from Correlation analysis that three factors namely age, monthly family income and period of using are having positive correlation with the consumer attitude towards dairy products. So, whenever the age, monthly family income and period of using increases their attitude towards dairy products also positively increases.

IX. SUGGESTIONS

➢ It is indicated that the consumers expected good quality of dairy products where they like a brand of dairy products which is organically produced. So, the manufactures of dairy products should consider these aspects and should make awareness about the original branded dairy products in the study area.

➢ It is found that high level of attitude towards dairy products is perceived by the male consumers because they are aware of dairy products. Hence, the companies should give modern advertisement about the benefits of dairy products through Television, social media, etc. to make awareness among female people.

➢ It is obtained that maximum level of attitude towards dairy products is perceived by the urban area consumers. Therefore, marketers should pay strong attention to rural area consumer in designing their marketing channels.

➢ It is assessed that maximum level of attitude towards dairy products is perceived by the consumers purchasing Amul products. So, all the branded products should be ensured that the freshness and availability of their products by this they can increase consumers' attitude.

➢ Awareness should be created in the midst of the manufactures and sellers to confirm the reasonable price of dairy products by the way of consumers attitude towards dairy products will be enhanced.

X. CONCLUSION

This study has aimed to analyze the consumer attitude towards dairy products in Erode district. Today's, numerous dairy products are available in the market and people consume the products regularly for obtaining vitamins and minerals for their health. From this study, it is known that consumer who have high monthly family income they can spend above Rs. 1500 for purchasing the dairy products in a month. So, the companies and sellers should consider the price of dairy products because the reasonable price may induce the people for purchasing the products. This study confirmed that dairy products are

playing a dynamic role in consumers life, for getting good health and energy to perform their work-life so increasing the quality may change the attitude of the consumers towards dairy products in the study area.

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