

# A Study on Dairy Products with Special Reference to Coimbatore District

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**Abstract** – The dairy industry plays a pivotal role in the agricultural economy of India, and Coimbatore district in Tamil Nadu is no exception. This study aims to examine the production, distribution, consumption, and marketing patterns of dairy products in Coimbatore district. The dairy sector in this region is influenced by a complex interplay of consumer preferences, supply chain dynamics, government policies, and market competition. The study focuses on understanding consumer awareness, purchasing behaviour, and satisfaction levels with respect to various dairy products such as milk, curd, butter, ghee, paneer, and cheese. Primary data were collected through structured questionnaires administered to 120 respondents, while secondary data were drawn from published reports, journals, and government records. The findings reveal that a significant proportion of consumers in Coimbatore prefer locally sourced dairy products and are moderately aware of branded dairy variants. The study also highlights the challenges faced by dairy farmers and retailers in maintaining quality and price competitiveness. The research contributes to understanding the dynamics of the dairy market in Coimbatore and offers actionable recommendations for improving product reach, quality assurance, and consumer satisfaction. The results are expected to benefit dairy entrepreneurs, policy makers, and academic researchers.

**Keywords** – Dairy Products, Consumer Behaviour, Coimbatore District, Dairy Market, Purchase Frequency, Product Awareness, Milk Industry

## I. INTRODUCTION

India is one of the largest producers of milk in the world, and the dairy sector forms the backbone of the rural economy in many states, including Tamil Nadu. Coimbatore, often referred to as the Manchester of South India, is not only known for its textile industry but also for its significant contribution to agriculture and animal husbandry. The dairy industry in Coimbatore district has witnessed substantial growth over the past two decades, driven by rising consumer demand, urbanisation, and improved livestock management practices. Dairy products including milk, curd, butter, ghee, cheese, and paneer form an integral part of the daily dietary habits of the population in this region. The market for dairy products in Coimbatore is characterised by the coexistence of organised and unorganised sectors, where cooperative societies such as Aavin play a dominant role alongside private and branded players. Consumer behaviour in the dairy segment is shaped by various factors including price sensitivity, health consciousness, brand loyalty, product quality, and availability. As the purchasing power of urban and semi-urban consumers in Coimbatore continues to rise, the demand for value-added dairy products is also growing. This study seeks to comprehensively analyse the dairy product market in Coimbatore, shedding light on both the opportunities and the challenges that lie ahead for stakeholders across the supply chain.

### Objectives of the Study

- To study the awareness level of consumers regarding various dairy products available in Coimbatore district.
- To analyse the purchasing behaviour and frequency of dairy product consumption among the respondents.

- To identify the factors influencing consumer preference for branded versus unbranded dairy products in Coimbatore.
- To examine the challenges faced by dairy producers, distributors, and retailers in the supply and marketing of dairy products.
- To suggest measures for improving the quality, distribution, and marketing of dairy products in Coimbatore district.

## II. STATEMENT OF PROBLEM

Despite the growing demand for dairy products in Coimbatore district, there remains a lack of comprehensive data on consumer awareness, purchasing patterns, and satisfaction levels in this region. The dairy market is fragmented, with inconsistencies in quality, pricing, and distribution channels. Small-scale dairy producers face challenges in competing with established brands, while consumers often lack sufficient information to make informed choices. Furthermore, the absence of structured studies on dairy product consumption in Coimbatore limits the ability of policymakers and industry stakeholders to devise effective strategies. This study addresses these gaps by exploring the dynamics of the dairy product market in Coimbatore district.

## III. RESEARCH METHODOLOGY

### 1. Research Design

The study adopts a descriptive research design to systematically describe the characteristics of the dairy products market and consumer behaviour in Coimbatore district.

## 2. Data Collection

- Primary data were collected through a structured questionnaire distributed to 120 respondents comprising consumers, dairy farmers, and retailers across various parts of Coimbatore district.
- Secondary data were obtained from journals, government publications, reports from the Tamil Nadu Animal Husbandry Department, and websites of dairy cooperatives.

### Sampling Method

Convenient sampling technique was employed to select the respondents. The sample included consumers from both urban and rural areas of Coimbatore district.

### Tools for Analysis

The collected data were analysed using simple percentage analysis and tabulation methods to interpret the responses and draw meaningful conclusions.

## IV. REVIEW OF LITERATURE

Sharma, R., & Patel, M. (2018), This study analysed consumer preferences for dairy products in urban Indian markets and found that health consciousness and brand image were the primary determinants of purchase decisions. The authors noted a significant shift towards packaged and value-added dairy products among urban middle-class consumers.

Krishnamurthy, S., & Anand, B. (2019), This paper examined the marketing and distribution strategies of Aavin, the Tamil Nadu cooperative milk producers' federation. The study highlighted that Aavin's extensive rural network and government support enabled it to maintain competitive pricing, though challenges persisted in cold chain infrastructure.

Ramesh, T., & Gowri, P. (2020), Ramesh and Gowri found that consumers in semi-urban Coimbatore were largely satisfied with locally sourced dairy products. However, inconsistencies in quality and packaging of unorganised sector products led to dissatisfaction among a section of consumers seeking premium dairy variants.

Balasubramanian, K., & Vijayalakshmi, R. (2021), This research explored how digital tools and e-commerce platforms were transforming the dairy supply chain in South India. The findings indicated that technology adoption improved distribution efficiency but highlighted a digital literacy gap among small dairy farmers in districts like Coimbatore.

Murugan, C., & Senthilkumar, V. (2022), Murugan and Senthilkumar conducted an empirical study specifically in Coimbatore, revealing that price, freshness, and brand reputation were the top three factors driving dairy product purchase decisions. The study also observed a growing preference for organic and low-fat dairy products among health-conscious consumers in the district.

## V. DATA ANALYSIS AND INTERPRETATION

Table 1: Consumer Awareness Level of Dairy Products among Respondents (n = 120)

Awareness Level	Number of Respondents	Percentage (%)
Highly Aware	42	35.0
Moderately Aware	38	31.7
Somewhat Aware	25	20.8
Not Aware	15	12.5
Total	120	100.0

### Interpretation

The table shows that 35% of respondents are highly aware and 31.7% are moderately aware of dairy products in Coimbatore, together forming the majority at 66.7%. Only 12.5% reported no awareness, indicating that consumer knowledge about dairy products is generally satisfactory in the district, though awareness campaigns are still needed for the remaining population.

Table 2: Frequency of Dairy Product Purchase among Respondents (n = 120)

Frequency of Purchase	Number of Respondents	Percentage (%)
Daily	48	40.0
Weekly	36	30.0
Bi-weekly	20	16.7
Monthly	12	10.0
Rarely	4	3.3
Total	120	100.0

### Interpretation

A dominant 40% of respondents purchase dairy products daily, and 30% do so weekly, together accounting for 70% of the sample. This confirms that dairy products are a regular household essential in Coimbatore. Only 3.3% purchase rarely, reflecting the deep-rooted role of dairy in the local diet and indicating a strong, consistent market demand.

### Findings of the Study

The study on dairy products in Coimbatore district has brought forth several important insights into the consumption patterns, awareness levels, and market dynamics of the region. The analysis of primary data collected from 120 respondents reveals that consumer awareness of dairy products in Coimbatore is

predominantly high, with over 66 percent of respondents falling under the highly aware and moderately aware categories. This indicates that the market environment is receptive to a variety of dairy products, including value-added variants. The frequency of dairy product purchase data confirms that dairy consumption is deeply embedded in the daily lives of Coimbatore consumers, with 40 percent purchasing dairy products every single day. This regularity demonstrates the indispensability of dairy in local dietary habits and signals a stable, recurring demand that dairy producers and distributors can rely upon. The study also found that consumers in Coimbatore exhibit a strong preference for locally produced and cooperative dairy products, particularly those distributed through Aavin outlets, owing to their established reputation for freshness and affordability.

### Suggestions

The dairy sector in Coimbatore district requires focused interventions to reach its full potential. Dairy producers and cooperative societies should conduct regular awareness campaigns in rural areas to educate consumers about product variety and nutritional benefits. Investment in cold chain infrastructure is essential to maintain product quality and reduce spoilage across the supply chain. Small-scale dairy farmers must be supported through subsidies, training in modern livestock management, and access to credit facilities. Dairy companies should leverage digital marketing and e-commerce platforms to reach younger, urban consumers who prefer online purchasing. Product innovation in value-added dairy items such as probiotic curd, flavoured milk, and organic variants should be prioritised to meet evolving health-conscious consumer preferences. Transparent pricing and standardised quality labelling must be enforced to build consumer trust and promote fair competition between organised and unorganised dairy sector players in Coimbatore district.

## VI. CONCLUSION

The dairy industry in Coimbatore district holds significant economic importance and plays a central role in the daily nutritional habits of its population. This study reveals that consumer awareness is reasonably high and purchase frequency is consistent, reflecting strong and sustained demand for dairy products in the region. Cooperative brands like Aavin continue to dominate, though private and premium dairy brands are gaining traction among urban consumers. Key challenges such as inadequate cold storage, supply chain inefficiencies, and limited rural awareness need immediate attention. With targeted policy support, infrastructure investment, and product innovation, the dairy sector in Coimbatore can achieve substantial growth. Bridging the gap between producers and consumers through better marketing, digital outreach, and quality assurance will be crucial in transforming Coimbatore into a model district for sustainable dairy development in Tamil Nadu.

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