The Analysis of Marketing Milk Factories and Effects on Customers Behaviours Mechanism

Farzaneh Haghighat, Thimmarayappa R and Hossein Niavand*
Research Scholar in Department of Commerce, University of Mysore, Mysore, India

Abstract

Consumption of its way on the incidence of many physical illnesses opens. However, according to statistics available per capita consumption of this nutrient among Indian is well below the world average that this rate of prevalence of diseases such as osteoporosis, calcium deficiency and many other diseases among Indians enhances the frequency of losses and losses for the country. Though very heavy losses and calculate an integral charges physical and mental growth can be accounted for essentially not. Due to this short introduction to the need for extensive research in order to check the effects of various factors on consumer behaviour mechanism dairy products is inevitable. In line with this study it was felt necessary to do. This research attempts to answer this question is the impact of marketing milk factors (income, familiarity with various types of dairy products, easy access to milk, packaging and the importance of awareness of the benefits of milk) on the mechanisms and behavioural mechanisms people use this product what. This research on the topic was above 250 citizens and consumers of milk in the city of Mysore in India (for example) that were selected by stratified random, was examined. The results showed that the above factors and determine the main factors in the marketing and consumption of dairy products.

Keywords: Milk; Marketing; Factory; Information

Introduction

Today, changes like increased production, expanding markets, geographic dispersion of the human population, and monopolies, has led manufacturers to specific ways to get the market and recognize the consumer’s comments. It has created intense competition between large and small companies to capture the market. Such competition, plan to sell for large and small companies have created a difficult [1]. To the compression of the competitions, companies must have the possibility that predict their future prospects of activities. More accurate prediction market conditions. More accurate prediction of market conditions allow productive firms that set the size of your Activity and In this way ensure the survival and economic operation of its institutions. Marketing is a set of business activities that guide the flow of goods or services from final producer. These activities includes a range of measures such as Buying raw materials, production, quality control, transportation and warehousing. Prepared for consumption, freezing, packaging, pricing, customer identification, advertising, sales and after sales service. Production, sales and marketing must work together to lead to the best results. Marketing is responsive process for identifying, prediction and satisfy customer profitable needs. With this approach organizations will able to put their products or services according to neither customers needs nor it produce something that is the impact of marketing information system of Milk industries.

Keywords: Milk; Marketing; Factory; Information

Figure 1: Shows the relationship of marketing information system of Milk industries.

*Corresponding author: Hossein Niavand, Research Scholar in Department of Statistics, University of Mysore, Mysore, India, Tel: 0821 242 0331; E-mail: niavand@gmail.com

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Research Method

Library and field methods will be used for this study. Thus for the first preliminary study and Preparation of the research literature done from available resources in scientific databases, libraries, global network Internet, publications and previous research. The desired materials will be collected and developed. In order to test hypotheses, in the field methods, a question paper and with distribution among consumers of milk in Mysore, is collected, classified and analyzed.

Statistical and Data Method

In the present study, Statistical community is the total of consumers of milk in Mysore city. Also to determine the volume of the sample study for the present study, the sample size formulas will be used. First Statistical community divided into five class of centre, North, South, East and West and from any group or class as a random sample, The desired number will be selected. Descriptive statistics are used in the analysis of public questions [6,7]. Frequency, percentage, cumulative frequency and the mean tables are descriptive factors that will actually use. In order to hypothesis test, Pearson correlation test, Friedman test, two tests, and Cochrane test will be used. That all the above will be used Spss software. In the field of Marketing about the Friedman test, two tests, and Cochrane test will be used. That will be done. In order to check the effects of various factors on behavioral mechanisms of consumer dairy products is inevitable [9-11]. Statistics are computed as follows:

\[ z = \frac{P - P_{a}}{\sqrt{\frac{pq}{n}} \sqrt{\frac{0.5*(0.5)}{250}}} \]

Third hypothesis test: “Awareness of the benefits of milk consumption in this preparation is effective”

The statistics are computed as follows:

\[ z = \frac{P - P_{a}}{\sqrt{\frac{pq}{n}} \sqrt{\frac{0.5*(0.5)}{250}}} = 11/398 \]

Fourth hypothesis test: “milk packaged Feature is effective in the process of consumption (Tables 6 and 7).”

\[ z = \frac{P - P_{a}}{\sqrt{\frac{pq}{n}} \sqrt{\frac{0.5*(0.5)}{250}}} = 11/398 \]

Table 2: Per capita milk consumption in different countries in 2010.

<table>
<thead>
<tr>
<th>Country</th>
<th>Per capita consumption of milk (Kg)</th>
<th>Country</th>
<th>Per capita consumption of milk (Kg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>66.6</td>
<td>Romania</td>
<td>163</td>
</tr>
<tr>
<td>Argentina</td>
<td>65.9</td>
<td>Australia</td>
<td>98.2</td>
</tr>
<tr>
<td>Mexico</td>
<td>53.2</td>
<td>United States</td>
<td>89.1</td>
</tr>
<tr>
<td>Japan</td>
<td>40.1</td>
<td>Iran</td>
<td>88.6</td>
</tr>
<tr>
<td>India</td>
<td>37.8</td>
<td>Russia</td>
<td>87.5</td>
</tr>
<tr>
<td>South Korea</td>
<td>32.3</td>
<td>New Zealand</td>
<td>84.3</td>
</tr>
<tr>
<td>Egypt</td>
<td>20.8</td>
<td>Canada</td>
<td>87.3</td>
</tr>
<tr>
<td>China</td>
<td>7.7</td>
<td>Europe</td>
<td>85.6</td>
</tr>
<tr>
<td>Ukraine</td>
<td>72.2</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 1: Per capita milk consumption in different regions of the world in 2012.
Table 5: Spearman test results

<table>
<thead>
<tr>
<th>Groups</th>
<th>Answers</th>
<th>Numbers - people</th>
<th>Percent</th>
<th>ρ*</th>
<th>Significant level</th>
</tr>
</thead>
<tbody>
<tr>
<td>The first group</td>
<td>Trivial+ less important</td>
<td>15</td>
<td>0.06</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>The second group</td>
<td>High+ too much</td>
<td>235</td>
<td>0.94</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>250</td>
<td>1.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Mark * means there is a strong correlation between two variables and the minus sign is inverse correlation.

As can be seen, between income and consumption of milk is seen a significant direct correlation.

Table 3: Consumers Income on milk consumption is effect.

<table>
<thead>
<tr>
<th>Groups</th>
<th>Answers</th>
<th>Numbers - people</th>
<th>Percent</th>
<th>ρ*</th>
<th>Significant level</th>
</tr>
</thead>
<tbody>
<tr>
<td>The first group</td>
<td>Trivial+ less important</td>
<td>36</td>
<td>0.16</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>The second group</td>
<td>High+ too much</td>
<td>214</td>
<td>0.84</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>250</td>
<td>1.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 4: Near to the place milk supply (easy access) in the consumption of this product is effective.

Table 5: Awareness of the benefits of milk consumption in this preparation is effective.

Table 6: Milk packaged Feature is effective in the process of consumption.

\[ z = \frac{p \cdot q - \mu}{\sigma} = \frac{0.83 - 0.5}{0.05} \sqrt{\frac{0.05 \cdot 0.5}{250}} = 11.06 \]

Conclusion

Today, Milk's Company provided best quality for hearth customers, the Consumer market is consists of individuals and households that purchase goods and services for individual uses. Consumers differ in terms of age, gender, education and income levels. These consumers are buyers of diverse goods and services. Therefore how they choose between various goods and services, are under the influence of factors such as cultural factors, social, personality and psychological characteristics.

The psychological character: In daily life, consumers are being affected by many issues that are unique to their thought process. Psychological factors can include perception of a need or situation, the person’s ability to learn or understand information, and an individual’s attitude. Each person will respond to a marketing message based on their perceptions and attitudes. Therefore, marketers should consider psychological factors when they attract customers.

The personality character: Personal factors are characteristics that are specific to a person and may not relate to other people within the same group. These characteristics may include how a person makes decisions, their unique habits and interests, and opinions. When considering personal factors, decisions are also influenced by age, gender, background, culture, and other personal issues. The social character: The social factor that has a significant impact on consumer behaviour is social characteristics. Social influencers are quite diverse and can include a person’s family, social interaction, work or school communities, or any group of people a person affiliates with. It can also include a person’s social class, which involves income, living conditions, and education level. The social factors are very diverse and can be difficult to analyse when developing marketing plans. However, it is critical to consider the social factors in consumer behaviour, as they greatly influence how people respond to marketing messages and make purchasing decisions. The consumer behaviour has many activities contain: All consumers have differences with together in terms of thoughts, feelings, and decisions, Marketers should be figure on to Activity of the consumer, Some consumer activities include: buying decision, make decisions about how to pay the costs (cash or card).

References


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