

## Effect of Consumer Behavior and Marketing Mix of Dairy Products

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### **Abstract:**

*The purpose of marketing mix is customer satisfaction in reappearance for profit and satisfying customer requirements and meet the needs of his efficiency is identify needs, desires, tastes, attitude, expectations and desires of customers in buying. In this study has been planned the relationship between marketing mix and consumer behavior in dairy products. Statistical Society of research is all consumers of dairy products in Rajasthan also chain in rural and semi urban/urban area of Rajasthan. The Statistical sample for this study is consumers of dairy products in Rajasthan the chain Shop of Saras dairy. The Data collection methods is field methods and data collection tool is a questionnaire designed by the researcher. Finally, descriptive and inferential statistical methods used to reject or confirm hypotheses include chi-square, Pearson, and correlation coefficient and Friedman.*

**Keywords:** Marketing Mix, Marketing Mix Models, Consumer Behavior.

### **1. Introduction**

In market attention or customer focus, the organization must first determine what is a potential customer demands? Then provide the product or service. One of the issues raised in

each country's economy is achieving to a sustainable growth in long term (Gilaninia ,Salami& et al,2012).

The Marketing theory is justified of this belief that customers are using the services and products because they need to them or because they are considered their benefits. Two major factors of marketing is access to new customers and maintain and expand relationships with existing customers. Oriented management process encourages businessman towards oriented- relationship and developing relationship with others and adding to the advantages and profitability and also improving the product like a service increasingly in order to create competitive advantage in business.

An organization to achieve its overall objectives has required to planning and accurate control of tasks process with corrects management. For being success of marketing Plan, 4p (place, price, promotion, product) marketing should consider to need and desires of customers. Trying to segmentation of market about buying things that do not want to buy has been very successful. Marketers need to marketing research as well as formal and informal in order to determine what customers want and what is income generation to them. in

today's world is speed and acceleration world in developed processes.

The Marketers hope that during this process gain competitive advantages. Marketing management is wide performance of this process. It is suggested that also is used to 4p theory. Within the organization should be removed activities that are conducted by marketing corrupt bosses. Informal marketing methods have been studied by many professors of social sciences and especially psychology and sociology. Marketing research is developed by these activities and is offered by advertising and many other related creative arts. Marketing is related to other subjects. Also It is considered specific areas to work based on their country's culture and time.

## 2. Review of Literature

These days innovation is a key component in rivalry that has made changes in how items and administrations are introduced (Gilaninia, Alipour, Mousavian, 2018). The reason for showcasing is consumer loyalty as an end-result of benefit and fulfilling client needs and address the issues of his effectiveness is distinguish needs, wants, tastes, mentality, desires and wants of clients in purchasing.

The Advertisers with access to such data can distinguish the components influencing the conduct of shoppers and their items and understand the impact measure of every one of these elements on their conduct. Items can be partitioned into three gatherings as per their toughness and physicality: Durable merchandise, non-durables products and enterprises. Variables related every one of these merchandise and their relationship with purchaser conduct is unique. Subsequently, audits of these elements require

various inquires about (Kotler and Armstrong, 2017.).

In this serious world, getting to upper hand is significant The client is key to all promoting exercises of banks the world over A circulation channel, is a lot of related establishments, Institutions are liable for conveyance of products or administrations to shopper or mechanical clients. Absence of regard for appropriation channels is alongside awful ramifications for the organization and utilization of innovative circulated frameworks has looking to an upper hand for organizations. Mr. Henry expresses that "accessibility of low association and low tough items is a vital condition for the acquisition of products. So the shoppers are picked and purchase likely one of them among brands accessible in same Shop (Manafzadeh, 2009).

About bundling can be said the bundling incorporates the exercises that its point is to structure and produce compartment or wrapper for an item. Optional bundling is bundling that when utilizing products are disposed of. The third bundle is bundled that be utilized for capacity, shipment and to distinguish. Name is additionally part of the bundle and incorporates data that is furnished as printed or accompanies the bundle.

The Significant of bundle job is expanding in dispersion. Littler volume items are required because of populace change and making self-administration ideas which thusly are prompting higher pressing. Additionally, merchants and last customers need to know the birthplace of the item. For instance, need to know whether there is an issue with it or not. Particularly this interest is clear for nourishment

that where and how crude materials are delivered. This would require increasingly point by point naming and bundling of items. Likewise, structure and decision of bundling is a key system to diminish squander so as to decrease the negative ecological effect (Chekitan and et al, 2015).

The Promoting is viewed as one of the broadest zones of advertising framework. Corresponding to TV publicizing, knowing the age, sex, occupation and race, and training crowds serves to specialists' TV promoting in how to convey advertisements. On this premise, individuals have various necessities at various phases of life.

A publicizing message ought to be justifiable for the ideal age gathering of item or administration until impact on their conduct later. At whatever point we discuss sexual orientation contrasts, it implies both distinction of essential and auxiliary. Essential sexual orientation contrasts incorporate physical or mental qualities of men or ladies who have acquired. One of the essential qualities of ladies is capacity to bring up kids. Auxiliary sex qualities that appear to be fundamentally connected with one sexual orientation over the other sex.

The Cost is one of the components of the advertising blend components that organizations use it to accomplish their showcasing targets. Choices about costs ought to be facilitated with choices about the plan, appropriation and publicizing to advance item. Much of the time, an organization should initially choose a cost and afterward settle on choices about different components of showcasing blend components will be founded on cost.

The current investigation analyzes accessible connection between buyer conduct and promoting blend components of non-solidness merchandise specifically dairy items and accessible connection rating. Makers that look at factors related with purchasing conduct of shoppers with get data, the two items offer an increasingly good way to satisfy client needs and needs and are experienced grasping in its deals and more continue purchasing. Since their items made have generally reliable with the norms, desires and needs of their clients. Autonomous variable in this examination, from item has been viewed as bundling dairy items. Subordinate variable is the conduct of buyers of dairy items. Directing factors in this investigation incorporate sex, age, and education.

With respect to expressed contents research variables are defined as follows:

- ❖ **Consumer Behavior:** incorporates all exercises and enthusiastic and mental, physical and natural when individuals pick purchasing, use and disposing of utilized merchandise so as to fulfill their must be engaged with it.
- ❖ **Marketing Mix:** it express that ought to be set up between parts a framework and composed methodology so as to impact and convince clients. At the end of the day, great item with sensible cost as far as clients with a fitting dispersion and utilizing suitable specialized techniques act together and if any of these parts is conflicting with others, in this way decreasing the viability and effectiveness of assortment. Offices and antagonistic effects can be gathered in four

gatherings of factors that are known to 4p (place, value, item, advancement).

- ❖ **Product:** Item mix "the merchandise and enterprises" that the organization offers to their objective market and incorporate item assortment, quality, plan, highlights, marking, bundling, size, administration, ensured and returns.
- ❖ **Packaging:** the bundle have considered from item blend. In exchanging today, bundle is a long ways past a compartment. In such a circumstance bundled is a message and it is a significant piece of promoting system and a perpetual communicator. Hued bundling, very much structured useful and item supplements put forth fortify their limited time attempts (Wales, William, Brent, Mouriani. 2014).
- ❖ **Price:** the Amount of money that customers pay to obtain the goods and it is take account of a list of selling prices, discounts, deductions, time payments, credit conditions.
- ❖ **Distribution (place):** comprises the activities of companies that make the goods available to the target consumers and include the goods distribution channels, the goods coverage, sort the goods, supply locations, inventory and its level and transportation.
- ❖ **Advertising & Remoting Advertising:** The communication process that includes transferring data, creating trends and starts some from reactions from the audience. The exercises that bring issues to light the advantages of merchandise and urge points clients to getting it and incorporate

publicizing, individual selling, publicizing of deals advancement, advertising.

- ❖ **Durable & Non- durable goods:** Amount of use of a product when it lost its quality so that cannot be used and it must replace (it can't repair).it is consumer goods which are used typically one or more that beer, dairy products and soap and salt are in this group (Kotler, Amstrong, 2017).

### 3. Research Hypotheses

#### ❖ Main hypotheses

- ✚ There is significant relationship between availability of dairy products within shop and consumer behavior in buying dairy products.
- ✚ There is significant relationship between mode of packaging of dairy products and consumer behavior in buying dairy products.
- ✚ There is significant relationship between television advertising and consumer behavior in buying dairy products.
- ✚ There is significant relationship between price and consumer behavior in buying dairy products.

#### ❖ Sub-hypotheses

- ✚ There is significant relationship between availability of dairy products within shop and consumer behavior in buying dairy products according to variable of age.
- ✚ There is significant relationship between availability of dairy products within shop and consumer behavior in buying dairy products according to variable of gender.
- ✚ There is significant relationship between availability of dairy products within shop and consumer behavior in buying dairy products according to variable of education.

- + There is significant relationship between mode of packaging of dairy products and consumer behavior in buying dairy products according to variable of age.
- + There is significant relationship between mode of packaging of dairy products and consumer behavior in buying dairy products according to variable of gender.
- + There is significant relationship between mode of packaging of dairy products and consumer behavior in buying dairy products according to variable of education.
- + There is significant relationship between television advertising and consumer behavior in buying dairy products According to variable of age.
- + There is significant relationship between television advertising and consumer behavior in buying dairy products according to variable of gender.
- + There is significant relationship between television advertising and consumer behavior in buying dairy products According to variable of education.
- + There is significant relationship between price and consumer behavior in buying dairy products according to variable of age.
- + There is significant relationship between price and consumer behavior in buying dairy products according to variable of gender.
- + There is significant relationship between price and consumer behavior in buying dairy products according to variable of education.

#### 4. Research Method

This research in term of aim is applied and aspects of mode of data collection is descriptive - correlation. Statistical population is

all consumers of dairy products in Retail chain Shop in JaipurCity. Sampling method in this study is a stratified random sampling method. The sample size was obtained using the formula 385, which were distributed 385.

Data collection tool is questionnaire. In this study for assessing the validity of the questionnaire is used the content validity of the method. Questions fit to design the theory, supervisor and consultant comments were considered in questionnaire. Cronbach's alpha coefficient was used to determine the reliability of the questionnaire. Obtained Cronbach's alpha coefficient is equal to 85.5 that because Cronbach's alpha coefficient is greater than 70% Therefore questionnaire has good reliability. To determine the severity and type of relationship between variables was used Pearson correlation coefficient and also Friedman test was used for ranking.

#### 5. Analysis of Data

Variables	Number	Pearson correlation coefficient	sig
Consumer behavior - availability	385	0.832	0.000
Consumer behavior - Packaging	385	0.697	0.000
Consumer behavior - Advertising	385	0.412	0.000
Consumer behavior — price	385	0.777	0.000

**Table 1.** Showing Summarizes the Pearson Correlation Test in Hypotheses

**1.Hypothesis:** According to the outcomes got can be seen that there is huge connection between two variable of accessibility of dairy items and shopper conduct and its power is equivalent to 0.832 that given the sig is under 0.05 in result this sum is noteworthy. Along these lines inquire about theory is affirmed.

**2.Hypothesis:** According to the outcomes acquired can be seen that there is critical connection between two variable of Packaging of dairy items and shopper conduct and its force is equivalent to 0.697 that given the sig is under 0.05 in result this sum is huge. In this manner inquire about theory is affirmed.

**3. Hypothesis:** According to the outcomes got can be seen that there is critical connection between two variable of promoting of dairy items and shopper conduct and its power is equivalent to 0.412 that given the sig is under 0.05 in result this sum is noteworthy. In this way examine speculation is affirmed.

**4.Hypothesis:** According to the outcomes acquired can be seen that there is critical connection between two variable of cost of dairy items and shopper conduct and its power is equivalent to 0.777 that given the sig is under 0.05 in result this sum is noteworthy. In this way examine theory is confirmed.

## 6. Results & Analysis of Data

As showed by results procured exhibited that there is basic association between two variable of availability of dairy things and customer direct as demonstrated by factor mature enough and sex. Notwithstanding, there isn't the

association between buyer preparing and openness.

Moreover in appraisal of sub-hypothesis relating to package was settled that there is association between packaging of dairy things and customer lead in buying dairy things according to variable of sexual direction and age yet there isn't the association between client guidance and packaging.

To repeat TV publicizing and coordinating variables is shown that there isn't association among guidance and time of customer and TV advancing anyway there is association between sex of purchaser and TV publicizing. According to results got showed that there is association between factors mature enough and preparing of buyer and Price.

In Friedman test furthermore found that most the relationship is between the lead of clients and the worth factor that Friedman test regard is obtained 2.71. The accompanying segment is Television publicizing of dairy things that is progressively associated with buyer direct with the value 2.50. A third factor is the availability of dairy things with an estimation of 2.42. The last relevant factor is from mixed thing, to be explicit packaging of dairy things with regard 2.31.

## 7.Conclusions and Suggestions

This exploration affirms perspectives on Henri Esel as per there are connection between ephemerality of accessible items, for example, dairy items and customer conduct. What's more, segment factors and a change age and sex and training additionally entered on this connection. The outcomes show that shopper conduct and their responses will be distinctive as per age and

sexual orientation with the accessibility of dairy items however instruction hasn't relationship with accessibility of dairy items and purchaser response conduct. It ought to be accentuated that this investigation demonstrates the relationship, not sort of relationship (positive and negative).

In like manner, makers of dairy items in structure of blend showcasing and appropriation of their dairy items should considered accessibility of dairy items in stores. Since purchasers act and respond as indicated by their age and their sexual orientation will be unique.

The Dairy makers in the promoting blend plan and item blend consider to bundling of dairy items since dairy items purchaser conduct and respond will be diverse as per their age and sexual orientation. Be that as it may, instruction level of individuals not identified with bundling and responsive conduct. At the end of the day, various ages make various tastes and various bundles. Notwithstanding age, sex, ie male and female buyers likewise affect bundling since sexual orientation can impact on their inclinations and view of how bundling dairy items.

As per inquire about is led on the low toughness and low association items (dairy items), arrived at various resolutions with the outcomes recorded. In view of the conduct and responses of purchasers as indicated by their sex comparable to TV publicizing will be unique, while age and instruction of buyers on their response conduct toward TV promoting is insufficient.

The current investigation affirms the connection among cost and buyer conduct and dependent on different variables that dairy makers ought to consider in planning their items

to the advertising blend is the cost of dairy items. Conduct and responses of dairy items dairy customer towards items costs will be distinctive as indicated by purchaser instruction however age and sexual orientation of people doesn't influence on their conduct towards cost in target showcase. As it were can be said that various degrees of shopper instruction will follow an alternate mindfulness and information and coming about will lead absence of affectability and affectability to the cost of dairy items. So relying upon the various degrees of instruction offer an assortment of costs to the customer Market.

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