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CONSUMER PERCEPTION TOWARDS DAIRY PRODUCTS IN ERODE DISTRICT

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ABSTRACT

Perception of the consumer is inevitable and continues changing scenario towards any products and services especially dairy products, because of introduction of more dairy companies including both local and corporate with usage of innovative technological advancement in production of dairy products. Dairy products which are produced from cow milk like milk, butter, ghee, curd, etc. This research is mainly focused on to examine the consumer perception towards dairy products in Erode district of Tamilnadu, India. For this, the researcher has selected the consumers who have consumer dairy products atleast one year conveniently. Around 145 consumers were selected for this research. The opinion about the dairy products has collected from the consumers through a structured questionnaire. The collected data were subdued into tables and charts. Statistical test has been used for testing the framed hypothesis with the help of SPSS 22.0. The results showed that all the consumers are not having equal level of perception towards dairy products with respect to their age, monthly family income, company products purchasing frequently and monthly expenses for purchasing.

Keywords: Consumer Perception, Dairy Products, Consumer Attitude and Utilization Behaviour.

1. INTRODUCTION

Dairy products are generally defined as food products that are produced from milk. A production plant for processing dairy products is called a dairy or a dairy factory. Dairy products are rich sources of energy. Raw milk for processing generally comes from cows, but occasionally from other mammals such as goats, sheep, and water buffalo. Water is the main constituent of milk (about 90%). Milk of various types (including whole milk, skim milk, buttermilk), yoghurt, cheese (e.g. Swiss cheese, cheddar cheese, cottage cheese), and ice cream are dairy products. Of all milk products, milk, yoghurt and cheese are the best sources of calcium.

Dairy products and alternatives such as calcium-fortified soy products are nutritious foods, and provide benefit when consumed as part of a nutritionally balanced diet which includes all of the 5 food groups like Breads and cereals, Vegetables and fruits, Dairy products/alternatives, Meat/chicken/fish/alternatives, and a small amount of fats and oils. The functions of a food are served specifically through its nutritionally important components, including proteins, carbohydrates, lipids, minerals, vitamins and water. Cow's milk is the preferred choice for most people. It provides 67 kilocalories and has a protein content of 3.2 grams per 100 millilitres. Milk proteins include casein (about 80%) and whey (about 20%). Whey has a higher nutritional value than casein. Once fat and casein have been removed from milk, it consists mainly of whey, which contains the soluble milk salts, milk sugar and the remainder of the milk proteins. Whey proteins consist of number of specialised proteins, the most important being beta lactoglobulin (50% of whey) and lactoglobulin.