

Consumers' level of perception - A study with particular reference to selected dairy products in Nellore District, Andhra Pradesh, India

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Abstract

to more realistically determine what factors influence consumer to buy.

Consumer perception depends on consumer expectation about the values of marketing and makes buying decision based on these expectations. If the product performance exceeds expectation the customer is highly satisfied of delighted. Consumer satisfaction with a purchase depends on the product's actual performance relative to buyer's expectations.

Grunert et al., (2004) in their articles on, "consumer perception" of the meat quality and implication for product development in the meat sector' they analysed the way in which consumers perceive meat quality, drawing mainly on European studies involving beef and pork. The way in which consumers form expectations about quality at the point of purchase, based on their own experience and informational clues available in the shopping environment, is described, as well as the way in which quality is experienced in the home during and after meal preparation. They also highlighted the relationship between quality expectations and quality experience and its implications for consumer satisfaction and repeat purchase intent is addressed.

Barkathunisa (2018) in the paper entitled 'Analysis of Consumers' Perception, Attitude, Satisfaction and Post Purchase Behaviour towards Online Shopping in Chennai', has identified that the online shopping is a current phenomenon which has developed a great importance in the modern business environment. The study revealed that Perceived Easiness and Website Features had more impact on the positive post purchase behaviour of consumers towards online shopping. The researcher also highlighted that the Customers' Perception, Attitude and Satisfaction influence the Post Purchase Behaviour towards online shopping products. Rathore and Chaudhary (2018) in their article on 'Consumer's Perception on Online Food Ordering', stated that the recent development of the Internet has augmented the e-commerce industries in a country like India. The researchers have identified that E-commerce development has made Online food

Key words:

INTRODUCTION

Perception is the process of receiving selecting, organizing, interpreting checking and reacting to the sensory stimuli. The whole process is subjected to the influence of peculiar characteristics of the perceiver and the variables of the situation.

Individuals act and react on the basis of their perceptions not on the basis of objective reality for each individual reality is a totally personal phenomenon, based on that person's needs, wants, values and personal expectation. Thus to the marketer, consumers' perceptions are much more important than their knowledge of objective reality but what consumer thinks is so that affects their actions, their buying habits and their leisure habits, because individuals make decision and take action based on what they perceive to be reality. It is important that marketer understand the whole notion of perception and its related concepts



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ordering services seamless for people who want to get food delivered at their doorstep. Although consumers continue to go out for the meals, consumers feel very convenient to order food online since it frees the customer from personally visiting the restaurants. In this study, they have analyzed the perception of consumer towards online food ordering services., and studied on the consumer perception on online food ordering. They have identified that the factors which influenced the consumer to order food online and the other one was to know the consumer preferences on online food ordering services provider. They have understood that the behavior and perception of people for online food ordering. Erdil (2015) in his article entitled 'ERDYL Effects of customer brand perceptions on store image and purchase intention: An application in apparel clothing' has investigated the effects' of price image, brand image and perceived risk on store image and purchase intention of consumers in apparel sector. The study also examined that the mediating effect of store image on the relationship. They have highlighted that the empirical evidence regarding mediating effect of store image on the relationship between price image and risk perception and purchase intention.

Statement of the Problem

The milk is one the basic and fundamental product which is to satisfy the needs of all human beings. Dairy milk places a very good reputation in customer's mind. In order to improve the performance of the dairy society, a study on consumer perception about dairy is inevitable. For this purpose, an attempt is made to identify the perception level of consumers about dairy, pricing structure, market potential, quality, brand and awareness..

Objectives Of The Present Study

The following are the objectives of the present study,

- To analyze the buying behavior of the consumers.
- To find out the perception level of consumers.
- To study brand awareness level of consumers.
- To study brand preference and loyalty of consumers.
- To evaluate the consumer needs and consumers problem.

METHODOS

The Research Design is the basic framework or blue print for conducting the research; it provides the guidelines for the Research process. The Research Design specifies the method for data collection and analyzes the results. The research design will be descriptive in nature for the primary data collection.

The data relevant to the problem identified is available in two forms. They are:

1. Primary data
2. Secondary data

Tools for Data Collection:

Questionnaire was the main tool used to collect the data from the sample respondents. For this purpose, a well structured questionnaire was prepared to collect data from the sample respondents in the study area.

Construction of Questionnaire:

The aspect of the present research study was identified through the Interviews (pilot study) with the consumers. The questionnaire is circulated among the research experts and it was re-drafted in the light of their comments.

Pre Test:

After the construction of the questionnaire it was pre-tested with more than 10 respondents and finally necessary modifications were made in accordance with the present study.

Sampling Technique:

In the present study the technique used by the researcher was stratified random sampling.

Sampling plan:

The information was collected from the respondents of Nellore town (Andhra Pradesh, India) by convenient sampling. In this study area total number of respondents is 750 were selected on the basis of stratified random sampling technique.

Frame Work of Analysis:

Frame work of analysis is made to identify the main factors influencing the consumers in the study. For this purpose "consumer perception" was chosen as dependent variable. The independent variables chosen for the study are age, sex, marital status, educational qualification, occupation, income, and size of the family.

Data Analysis

For the analysis of primary data the Statistical techniques used were Mean, Standard deviation, Range, Percentage and Chi-square test by following Pillai and Bagavathi (1998) and Gupta, (2001)

Scope of the Study:

The scope of the study was limited to consumer perception for dairy milk with special reference to dairy milk. The study would be mainly helpful to the manufacturer to model the brand futures according to the taste of consumers at large. For the study of consumer perception towards selected dairy products

in Nellore town, the data were collected from general consumers by personal interview.

RESULTS AND DISCUSSION

Factors Influencing the Perception of Dairy Milk Products

An attempt is made to identify the main factors influencing the perception of milk dairy in the study area. For this purpose “consumer perception and level of perception in utilizing the dairy products” was used as the dependent variable. The independent variables chosen for the study are age, sex, education, income, usage, product perception, quality, taste of product, price of the product. Field survey method was employed to collect the first hand information with the help of a well structured questionnaire. The data thus collected were subduced into suitable forms. Simple statistical tools like percentage, two-way table and chi-square test were used appropriately. Further, ranking method was used to identify the major problems faced by the selected sample respondents in

out the relationship between age and perception of the respondents. For this purpose of this study, age was categorized under four heads viz., below 25years, 26-30years, 31-35years, above 36. The distribution of sample respondents according to age and level of perception is shown in the table 1.

Among the respondents of 24(32%) of the respondents were below 25years, 26 (34.67%) between 25-30years, 13(17.33%), between 30-35years, and 12(16.0%) were above 36 years of age.

The degree of association between the age of the respondents and the level of Perception in utilizing the milk products is given table 2.

The percentage of high level of perception in utilizing the dairy milk products was the highest (33.33%) among the respondents between the age group of 26-30 and the lowest (19.05%) among the age group of 31-35 and above 36. The percentage of utilization of

Table 1. Age-Wise Distribution of the Respondents.

Sl. No.	Age Class	Number of Respondents	%
1	< 25	24	32
2	26-30	26	34.7
3	31-35	13	17.3
4	>36	12	16
	Total	75	100

Table 2. Age and Level of Perception

Sl. No	Age	Level of Perception			Total
		Low (<20)	Medium (21-25)	High (above26)	
1	< 25	3	15	6	24
		-18.75	-39.48	-28.57	
2	26-30	12	7	7	26
		-75	-18.42	-33.33	
3	31-35	1	8	4	13
		-6.25	-21.05	-19.05	
4	>36	0	8	4	12
		0	-21.05	-19.05	
	Total	16	38	21	75

utilizing the selected milk products. The details of this analysis are shown in the following.

Age and Level of Perception

Age is an important factor in decision making. Aged respondents would be the better judge for level of utilization of product. An attempt was made to find

Table 3. Sex and Level of Perception.

Sl. No	Sex	Level of perception			Total
		Low	Medium	High	
1	Male	13	33	12	58
		-81.25	-86.85	-57.14	
2	Female	3	5	22	17
		-18.75	-13.15	-42.86	
	Total	16	38	21	75

Table 4. Education Level of the respondents

Sl. No.	Education	Number of Respondents	%
1	UG	33	44
2	PG	25	33.3
3	Professional	4	5.33
4	Others	13	17.3
	Total	75	100

Table 5. Eduation and Level of Perception

Sl. No	Education	Level of Perception			Total
		Low	Medium	High	
1	UG	3	19	11	33
		-18.8	-50	-52.38	
2	PG	8	12	5	25
		-50	-31.57	(23.81)	
3	Professional	3	0	1	4
		-18.8	0	-4.76	
4	Others	2	7	4	13
		-12.5	-18.42	-19.05	
	Total	16	38	21	75

Table 6. Income Levels of respondents

Sl. No	Income	Number of Respondents	%
1	Rs. <10000	24	32
2	Rs. 10001-20000	27	36
3	Rs. 20001-30000	13	17.3
4	Rs. >30001	11	14.7
	Total	75	100

Table 7. Income and Level of Perception

Sl. No	Income	Level of Perception			Total
		Low	Medium	High	
1	<10000	4	11	9	24
		-25	-28.95	-42.86	
2	10001-20000	7	18	2	27
		-43.75	-47.37	-9.52	
3	20001-30000	3	3	7	13
		-18.75	-7.89	-33.33	
4	>30001	2	6	3	11
		-12.5	-15.79	-14.29	
	Total	16	38	21	75

Table 8. Product and Level of Perception- distribution of number of respondents

Sl. No.	Product	Number of Respondents	%
1	Quality	27	36
2	Taste	25	33.3
3	Thickness	11	14.7
4	Price	12	26
	Total	75	100

medium level of perception was highest (39.48%) among the age group of less than 25 and the lowest (18.42%) among the age group between 26-30. On the other hand, the percentage of low level of perception in utilizing the milk products was the highest (75.0%) among the respondents between the age group of 26-30 and the lowest (0.0%) among the group of above 36 aged respondents. A chi-square test revealed that there is an association between the age of the respondents and the level of perception ($\chi^2=16.791$; $df=6$; $p<0.01$).

Table 9. Product and Level of Perception.

Sl. No	Product	Level of Perception			Total
		Low	Medium	High	
1	Quality	9	10	8	27
		-56.3	-26.32	-38.1	
2	Taste	1	16	8	25
		-6.25	-42.11	-38.1	
3	Thickness	4	3	4	11
		-25	-7.89	-19	
4	Price	2	9	1	12
		-12.5	-23.68	-4.76	
	Total	16	38	21	75

Table 10. Quality and Level of Perception- distribution of number of respondents

Sl. No	Quality	Number of Respondents	%
1	Highly satisfied	27	36
2	Satisfied	27	36
3	Dis satisfied	12	16
4	Highly Dis satisfied	9	12
	Total	75	100

Table 11. Quality and Level of Perception

Sl. No	Quality	Level of Perception			Total
		Low	Medium	High	
1	Highly satisfied	10	10	7	27
		-62.5	-26.32	-33.33	
2	Satisfied	5	16	6	27
		-31.25	-42.11	-28.57	
3	Dis satisfied	0	9	3	12
		0	-23.68	-14.29	
4	Highly Dis satisfied	1	3	5	9
		-6.25	-7.89	-23.81	
	Total	16	38	21	75

Sex and Level of Perception

Sex is an important factor affecting level of satisfaction and the male respondents will better judge when compared to counter parts. An attempt was made to find out the relationship between sex and level of perception. For this purpose, the sex was studied under two categories viz. male and female. The sample respondents consisted of 58 (77.33 %) were male respondents and 17 (22.67 %) were female respondents.

The degree of association between the sex of the respondents and the level of perception in utilizing the dairy milk products, is shown in table no.3.

Table 12. Price and Level of Perception- distribution of the sample respondents

Sl. No	Price	Number of Respondents	%
1	Very high	18	24
2	High	27	36
3	Moderate	12	16
4	Low	10	13.3
5	Very Low	8	10.7
	Total	75	100

Table 13. Price and Level of Perception

Sl. No	Price	Level of Perception			Total
		Low	Medium	High	
1	Very high	4	8	6	18
		-25.00%	-21.05%	-28.57%	
2	High	7	15	5	27
		-43.75%	-39.47%	-23.81%	
3	Moderate	0	7	5	12
		0.00%	-18.42%	-23.81%	
4	Low	0	5	5	10
		0.00%	-13.16%	-23.81%	
5	Very Low	5	3	0	8
		-31.25%	-7.89%	0.00%	
	Total	16	38	21	75

Table 14. Usage and Level of Perception – distribution of number of respondents

Sl. No	Usage	Number of Respondents	%
1	<5 yrs	24	32
2	6-10 yrs	27	36
3	11-15 yrs	14	18.7
4	Above 16 yrs	10	13.3
	Total	75	100

The percentage of perception levels about the utilizing of milk products services was the highest (57.14%) among the male respondents and the lowest (42.86%) among the female respondents. The percentage of medium level of perception in utilizing the milk product services was the highest (86.85%) among the male respondents and the lowest (13.15%) among the female respondents. On the other hand, the percentage of low level of perception in utilizing the milk products was the highest (81.25%) among the male respondents and the lowest (18.75%) among the female

Table 15. Usage and Level of Perception

Sl. No	Usage	Level of Perception			Total
		Low	Medium	High	
1	<5 yrs	3	15	6	24
		18.8	39.47	-28.6	
2	6-10 yrs	2	9	6	27
		75	23.68	-28.6	
3	11-15 yrs	1	8	5	14
		6.25	21.05	23.8	
4	Above 16 yrs	0	6	4	10
		0	15.78	19.04	
	Total	16	38	21	75

Table 16. Problems in utilizing the dairy products

Sl. No	Problem	Rank
1	Quantity	I
2	Price	II
3	Availability	III
4	Distribution	IV
5	Quality	V
6	Packaging	VI

Table 17. Level of preference towards dairy milk products.

Sl. No.	Level of Preference about Products	Total scores	Mean scores	Rank
1	Quality of Milk	308	4.11	I
2	Easy Availability	283	3.77	V
3	Pricing Factors	236	3.15	VIII
4	Tastes	291	3.88	III
5	Quantity	290	3.87	IV
6	Long term Storage	242	3.23	VII
7	Effective Packaging	222	2.96	IX
8	Attractive Cover	210	2.8	X
9	Less Fat	296	3.95	II
10	By Product Performance	245	3.27	VI

respondents. There was a significant association between the sex of the respondents and the level of perception ($\chi^2=6.984$; $df=2$; $p<0.05$).

Education and Level of Perception

Education is an important factor in decision making. For this purpose of this study education has been studied under four heads viz., 1. UG 2. PG 3. Professional 4. Others (10th Intermediate, ITI, and Diploma). The distribution of sample respondents according to educational qualification and level of

perception perceived by them in selecting the dairy milk products is shown in table 4.

The sample consisted of 33 (44.0%) respondents having UG qualification, 25(33.33%) respondents having the PG level of education, 4(5.33%) respondents having the professional level education and 13(17.34%) of them were others (10th, Intermediate, ITI, and Diploma).

The degree of association between the education of the respondents and the level of perception towards utilizing the milk products is shown in table 5.

It is found from the table 5, that the percentage of high level of perception towards in utilizing the milk products was the highest (52.38) among the undergraduate level educated respondents and the lowest (4.76) among the professional level respondents. The percentage among the medium level of perception was the highest (50.0) among the respondents belongs to UG level education and the lowest (0.0) among the respondents belongs to professional level of education. On the other hand, the percentage among the low level of perception was highest (50.0) among Post graduate and lowest (12.50) among the other level of respondents. There was a significant association between the education level of the respondents and the level of perception of milk products ($\chi^2 = 12.521$; $df=6$; $p < 0.05$).

Income and Level of Perception

Income is an important factor affecting the level of perception. The influence of income has been studied under three heads *viz.*, low (Rs. < 10000), medium (Rs.10001-20000) and moderate (Rs. 20001-30000) and high income (Rs. >30000). The distribution of sample respondents according to the Income and level of perception in utilizing the milk products is shown in table 6.

Among the sample (respondents), 24(32.0%) respondents were of low income category, 27(36%) respondents were of middle income group, 13(17.33%) were of moderate income group and 11(14.67%) respondents belonged to high income group.

The degree of association between the Income of the respondents and the level of perception in utilizing the dairy products, a two-way is shown in table 7.

It is found from table 7 that the percentage of high level of perception in utilizing the dairy milk products was the highest (42.86) among the respondents belongs to income less than Rs.10,000 and lowest of (9.52) among the medium income group between Rs. 10001-20000 of respondents. The percentage of medium level of perception in utilizing the dairy products was the highest (47.37) among the income

group between Rs. 10001-20000 of the respondent's and the lowest (7.89) among the age group between Rs. 20001-30000. On the other hand, the percentage of low level of perception in utilizing the dairy products was the highest (43.75) among the income group Rs. 10001-20000 of the respondent's and lowest (12.50) among the income group of above Rs. 30,001. The association between income of the respondents and level of perception of dairy products was significant at 10 % level ($\chi^2 = 12.009$; $df=6$; $p < 0.1$).

Product and Level of Perception

Product is an important factor taken for decision making. When product's is high, decision-making is more wise. For this purpose of this study, the level of perception towards the product has been studied under four heads, namely, low, medium and high awareness. The distribution of sample respondents according to product and level of perception in utilizing the milk products is shown in table.8.

The degree of association between the product awareness of the respondents and the level of perception in utilizing the dairy products is shown in the following table 9.

The percentage of high level of perception in utilization of the utilization of dairy products was highest (38.10) among the respondents who prefer quality and taste, the lowest (4.76) among the respondents who prefer price. The percentage of medium level of perception in utilizing the milk products was the highest (42.11) among the respondents having taste towards the product and the lowest (7.89) among the respondents having perception towards the thickness of the product. On the other hand, the percentage of low level of perception in utilizing the dairy products was the highest (56.25) among the respondents preferring quality and the lowest (6.25) among the respondents preferring the taste of the product. There was a significant association ($\chi^2 = 13.189$; $df=6$; $p < 0.05$) between the product awareness and level of perception among the respondents.

Quality and Level of Perception:

Perception towards quality aspect is an important factor in decision making. When quality is high, decision-making is more wise. For this purpose of this study, the level of quality has been studied under four categories namely highly satisfied, satisfied, dissatisfied and highly dis-satisfied. Table 10 reveals that the distribution of sample respondents utilizing the milk products based on the quality aspect in the present study.

The degree of association between the quality of the product and the level of perception towards the dairy milk products is shown in the following table 11.

The percentage of high level of perception in utilization of the dairy product was highest (33.33) among the respondents are highly satisfied with the quality and the lowest (14.29) among the respondents having the dis-satisfaction about the quality of the product. The percentage of medium level of perception in utilizing the dairy products was the highest (42.11) among the respondents having satisfied with the product quality and the lowest (7.89) among the respondents having highly dis-satisfied through the product quality. On the other hand, the percentage of low level of perception in utilizing the milk dairy products was the highest (62.50) among the respondents who were satisfied with the quality and the lowest (6.25) among the respondents who were highly dissatisfied with the quality of the dairy products. There was a significant association between the quality and level of perception of respondents at 10 % level ($\chi^2=12.363$; $df=6$; $p<0.1$)

Price and Level of Perception

Price is an important factor for decision making because the price may differ based on the quality of the product. When price is high, decision-making is more wise. For this purpose of this study, the price has been studied under five categories namely very high, high, moderate, low, very low. Table 12 gives the distribution of the sample respondents in utilizing the milk products based on the price aspect.

The degree of association between the price of the product and the level of perception towards the dairy milk products, is shown in table 13. There was a significant association between the price of the product and the level of perception ($\chi^2=17.520$; $df=8$; $p<0.05$)

Usage and Level of Perception

Usage is an important factor for decision making for the product wise because the perception the usage rate may change. When price is high, decision-making is more wise. For this purpose of this study the level of usage has been studied under five categories namely <5 years, 6-10 years, 11-15 years and above 16 years. Table 14 gives that the distribution of sample respondents in utilizing the milk products based on the usage aspect.

The degree of association between the usage of the product and the level of perception towards the dairy milk products is shown in table 15.

The percentage of high level of perception in utilization of the dairy product usage was highest (28.57) among the respondents are highly satisfied with the usage quality of product and the lowest (19.04) among the respondents of above 15years having the usage of the product. The percentage of medium level of perception in utilizing the dairy products usage was

the highest (39.47) among the respondents having less than 5 years are satisfied with the product usage and the lowest (15.78) among the respondents having above 15 years of usage of the product. On the other hand, the percentage of low level of perception in utilizing the milk dairy products was the highest (18.75) among the respondents are belongs to usage group of less than 5 years according to the usage of the product and the lowest (0.0) among the respondents above the above 15 years with the usage of the dairy milk dairy products. There was a significant association between usage and perception ($\chi^2=14.598$; $df=6$; $p<0.05$)

Problems about the Products of Dairy Milk Products

An attempt was made to identify the problems about the products provided by the dairy products by the selected sample respondents in utilizing the dairy milk dairy products. For this purpose the respondents were asked to rank their problems on the products. The study used the main problems such as "Quality", "Quantity", "Price", "Packaging", "Distribution", and "Availability". Ranking method was used for analysis and the results are given in table 16.

It could be observed from table 16 that 'quality' was ranked to be the first problem by the consumers in utilizing the dairy. It was followed by 'price', 'Availability', 'Distribution', 'Quantity' and 'Packaging' (Table 16.).

The Level of Preference towards the Dairy Milk Products

An attempt was made to identify the preference about the products provided by the milk dairy products by the selected sample respondents in utilizing the milk dairy products. For this purpose the respondents were asked to rank their preference performance based on their products. The study used the main factors such as "Quality of milk", "Easy Availability", "Pricing Factors", "Tastes", "Quantity", "Long term storage", "Effective packaging", "Attractive cover", "Less fat", "By products performance". Ranking method was used for analysis and the results are given in table 17.

It could be observed from the table 17 that "Quality of milk" was ranked to be the first preference by the consumers in utilizing the dairy products followed by "Less Fat", "Tastes", "Quantity", "Easy Availability", "By Product Performance", "Long term Storage", "Pricing Factors", "Effective Packaging" and "Attractive Cover".

SUMMARY OF FINDINGS AND SUGGESTIONS

FINDINGS

1. It is found from the analyses that, 26-30 age group of respondents were having maximum level of perception in utilizing the milk dairy products.

2. There was a significant association between the sex of the respondents and the level of perception.
3. Maximum level of perception perceived in utilizing the Dairy milk products among the selected sample respondents were by the UG level respondents.
4. The level of perception in utilizing the Dairy milk dairy products was the maximum among the respondents of income between Rs. 10,001- 20,000 group.
5. There was a significant association between the product quality among the respondents and their level of perception in utilizing the Dairy milk products in the study area.
6. There was a significant association between the price and level of perception,
7. There was a significant association between the product and level of perception towards utilizing the dairy milk products.
8. There was a significant association between the quality and level of perception of utilizing dairy milk products.
9. There was a significant association between the usage and the level of perception among the respondents.

SUGGESTIONS

The following are the major suggestions

1. The utilization of the dairy milk products by male and female is comparatively low hence necessary measures should be taken immediately to cover the both gender.
2. Most of the users of dairy milk were the Under Graduate employees hence it is suggested that a wide coverage should be given to the other education level respondents.
3. Most of the consumers are not satisfied with the effective packaging and long term storage of the milk products and hence it is suggested that Dairy milk should have improvement in its packaging and long term storage to reach large number of consumers.
4. It is suggested that some lucky tips schemes may be offered to attract the people.
5. Most of the consumers are not satisfied with the Distribution Channel of Dairy Milk. It is suggested that the distribution channel should be improved to reach all the consumers.
6. The dairy milk products should concentrate on the rural as well as the urban areas to reach all the consumers.

CONCLUSION

A substantial number of studies show that consumers value the ethical aspects in a product that attitudes are quite favourable, but also that behavioural patterns are not univocally consistent with attitudes. The presumed gap between favourable attitude towards sustainable behaviour and behavioural intention to purchase sustainable food products is explored and its prevalence is confirmed in this study. In this study, we tried to go explore the attitude – behaviour gap by analyzing consumer attitudes and purchase intention for sustainable dairy products. As a fast moving, low involvement good, this product has several attributes to which a consumer pays attention: price, brand, convenience, package, ingredients, taste and maybe also the presence of credence attribute like sustainability. We investigated the impact of individual and situational characteristics (i.e. involvement, perceived availability, perceived certainty, social norms) on consumers' attitudes and intentions towards dairy milk products. The findings suggest public policy and marketing recommendations for stimulating sustainable food consumption among the young who can reasonably be assumed to constitute the main market of dairy milk products food products in the future. Individual characteristics like involvement with sustainability, certainty with respect to sustainability claims and perceived consumer effectiveness have a significant positive impact on attitude towards buying the products, which in turn correlates strongly with intention to buy. Low perceived availability of sustainable products explains why for some consumers intentions to buy remain low, although attitudes might be positive. For other consumers, experiencing social pressure from peers (social norm) explains intentions to buy, despite rather negative attitudes. Most importantly, this study shows that more sustainable and ethical food consumption can be stimulated through raising involvement, certainty, social norms and perceived availability. Some of these key determinants, namely involvement, perceived availability, and perceived consumer effectiveness, have been successfully ascertained by this study.

The attitudes, behaviour and perception could be considered as the critical necessity for the changes in the consumer perception and marketing environment on the one hand, and changing marketing strategies on the other hand, upon which the overall marketing developments will occur in the coming days.

Consumers who think it is very positive and meaningful to buy dairy milk products and indicate that there is a good chance that they will buy dairy milk products are generally more involved with

sustainable consumption. They believe that one consumer can make a difference to promote a sustainable future, are fairly certain that dairy milk products are sustainable, and believe that these products are readily available. In addition, these consumers do not really believe that their friends or family find it important that they buy sustainable products.

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