PRESENTATION ON
MILK

SUBMITTED BY

NAINA KAUSHIK

PRERNA

POOJA

REENU

SHAARIB ANSARI

OBJECTIVES

- To analyse the consumer brand preferences of milk.

- To evaluate consumers attitude towards the usage of milk.

- To evaluate consumers perception about the important factors pertaining to milk purchase decision.

HYPOTHESES

- Sales of different milk are uniformly distributed that is there is no significant difference in the sales of different chocolate brands .

- Male and Female consumer are uniformly distributed on their liking towards warm and normal milk .

- Male and Female consumers are uniformly distributed on their liking towards sweet and natural milk .

- Consumers of different age group are uniformly distributed on their liking towards warm and normal milk.
- Male and female are uniformly distributed on their liking about how they should purchase milk.
- There is no significant difference among the consumers of milk on the factors like age, gender etc towards their attitude about the consumption of milk .
- Different factors which are important in the purchase decision of milk for consumers do not differ significantly.

HYPOTHESIS 1

BRAND	COUNT
AMUL	30
PARAG	11
MOTHER	13
DAIRY	
LOCAL	38
VENDOR	
OTHER	8

- Chi Square value [calculated] =34.9
- Critical Chi Square value [0.05,5] =11.07
- Chi Square value [calculated] is greater than critical chi square value , hence hypothesis 1is rejected and it can be concluded that sales of different brand of milk are not uniformly distributed.

HYPOTHESIS 2

Male and female consumers are uniformly distributed on their liking towards warm and normal milk

To test hypothesis . Chi square was applied

	HOT	COLD
Male	31	17
Female	38	14

- Chi Square value [calculated] =.84
- Critical Chi Square value [0.05, 1] =3.84
- Chi Square value calculated is greater than critical chi square value, hence hypothesis 1 is rejected and it can be conducted that sales of different brand of milk are not uniformly distributed.

HYPOTHESIS 3

Male and Female consumers are uniformly distributed on their liking towards sweet and natural milk

- To test hypothesis, chi square test was applied

- SUGAR   NATURAL

	SUGAR	NATURAL
Male	34	14
Female	36	16

- Chi Square value [calculated] =.03

- Critical Chi Square value [0.05, 1] = 3.84

- Chi Square value calculated is less than the critical chi square value ,hence hypothesis is accepted and it can be concluded that male and female consumers are uniformly distributed on their liking towards sweet and natural milk .

HYPOTHESIS 4

Consumers of different age group are uniformly distributed on their liking toward sweet and natural milk

- To test hypothesis chi square test was applied.

- SUGAR NATURAL

Under 18   43   25

26-35   15   4

36-45   9   1

46-55   3   0

- Chi Square value [calculated] =5.39

- Critical Chi Square value [0.05, 3] = 7.81

- Chi Square value calculated is less than critical chi square value ,hence hypothesis is accepted and it can be concluded that consumers of different age groups are uniformly distributed on their liking towards sweet and natural milk .

HYPOTHESIS 5

Male and female consumers are uniformly distributed on their liking about how they should purchase milk

- ## To test hypothesis , chi square is applied.

- You go   Vendor come

- out to buy   to deliver

Male   28   20

Female 27   25

- Chi Square value [calculated]= .41
- Critical CHI Square value [0.05, 1] =3.84
- Chi Square value calculated is less than critical chi square value, hence hypothesis is accepted and it can be concluded that male and female consumers are uniformly distributed on their thinking about how they should purchase milk.

HYPOTHESIS 6 [a]

There is no significant difference among the consumers of different age groups about their liking towards the consumption of milk.

To test this ANNOVA test was applied with following results.

ANNOVA SINGLE FACTOR

SUMMARY

GROUP	COUNT	SUM	AVERAGE	VARIANCE
Under18-25	68	2070	30.44118	15.08604
26-35	19	594	31.26316	6.315789
More than 35	13	409	31.46154	9.269231

ANNOVA

Source of Variation	df	ms	f	p value	f crit
Between group	18.03031	2	9.015157	0.707684	3.090187
Within groups	1235.68	97	12.73897		
Total	1253.71	99			

Since F calculated is less than F critical at 95 significant level hence null hypothesis is accepted . So it can be concluded that consumers of different age group do not differ significantly on their attitude towards consumption of milk .

HYPOTHESIS 6 [B]

There is no significant difference among the male and female consumers on their liking toward the consumption of milk .

O test hypothesis Z test was applied with following results.

	MEAN	N	Z VALUE	Z value critical AT 0.5 AND 125 df	SIGNIFICANT
MALE	30.03	4 8	-1.79	1.95	insignificant
FEMALE	31.32	52			accept the null hypothesis

Since the calculated z value is less than z critical [two tailed test] at.05 significance level , hence null hypothesis is accepted and it can be said that there is no significant difference in the attitude of male and female consumers on their liking towards consumption of milk.

HYPOTHESIS 6 [C]

There is no significant difference among married and unmarried consumers on their liking towards the consumption of milk.

To test this hypothesis z test was applied

	mean	n	z value	z value critical	result
MARRIED	31.12	33	.83	1.95	insignificant
UNMARRIED	30.53	67			accept the null hypothesis

Since the calculated Z value is less than Z critical [two tailed] at .05 significance level ,hence null hypothesis is accepted and it can be said that there is no significant difference in the attitude of married and unmarried consumers on their liking for milk.

HYPOTHESIS 6 [D]

There is no significant difference among the consumer of different income groups about their liking toward consumption of milk.

To test this analysis ANNOVA test was applied

ANNOVA ;SINGLE FACTOR

GROUPS	COUNT	SUM	AVERAGE	VARIANCE
Below 20000	24	739	30.79167	12.25906
20000-40000	41	1282	31.26829	11.75122
40000-60000	13	411	31.61538	18.25641
Above 60000	22	641	29.13636	9.742424

ANNOVA

| Source of VARIATION	SS	DF	MS	F	P VALUE	F CRIT
Between group	78.03505	3	26.01168	2.12399	.10222	2.699393
Within groups	1175.675	96	12.24661			
TOTAL	1253.71	99				

Since F value calculated is less than F critical at 95 significance level, hence null hypothesis is accepted.
 So it can be concluded that consumers of the different income group do not differ significantly on their attitude towards consumption of milk.

HYPOTHESIS 7

- Different factors which are important in the purchase decision of milk for consumers do differ significantly.

To test this ANNOVA test was applied

ANNOVA ;SINGLE FACTOR

GROUPS	COUNT	SUM	AVERAGE	VARIANCE
PRICE	97	277	2.85567	1.853952
BELIEVE ON PURITY	97	349	3.597938	1.534579
AVAILABILITY	97	205	2.113402	0.705756
CONVENIENCE	97	139	1.43299	0.914734

ANNOVA

Source of Variation	SS	Df	ms	f	P VALUE	F CRIT
Between group	254.134	3	84.71134	67.64703	3.87E-35	2.62814
Within group	480.866	384	1.252255			
TOTAL	735	387				

Since F calculated is greater than F Critical at 95 significance level ,hence null hypothesis is rejected.

So ,it can be concluded that different factors hold different importance in the milk purchase decision.

POPULAR BRAND

POPULARITY

Legend: AMUL, parag, MOTHER DAIRY, LOCAL VENDOR, OTHER

- 31% — AMUL
- 11% — parag
- 13% — MOTHER DAIRY
- 39% — LOCAL VENDOR
- 6% — OTHER
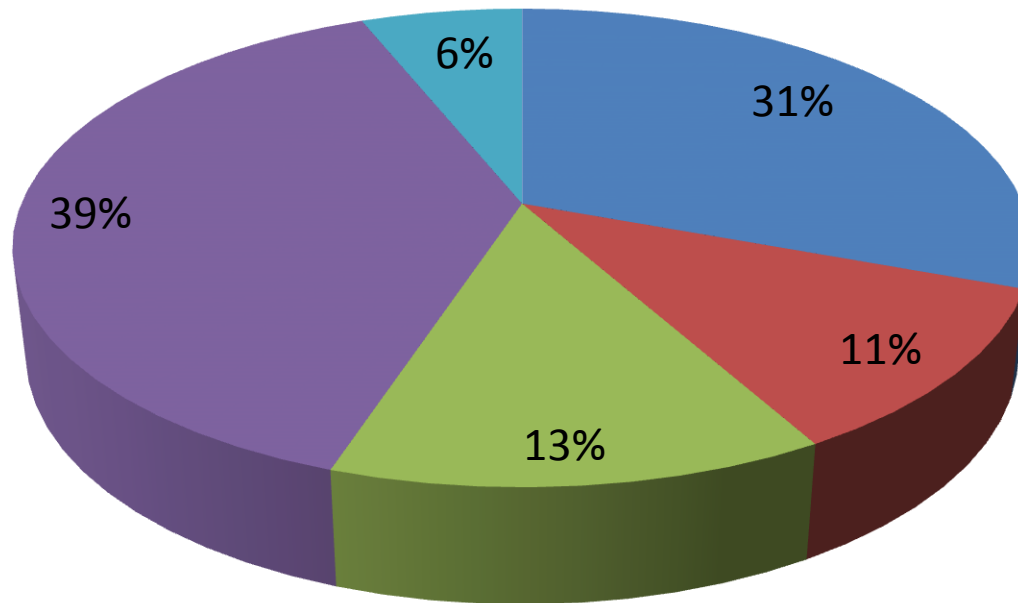
MILK VARIETY PREFERED

PREFERENCE

- COW PRODUCED 36
- BUFFALO PRODUCED 41
- PACKAGED MILK 23

0%

11%

25%

64%
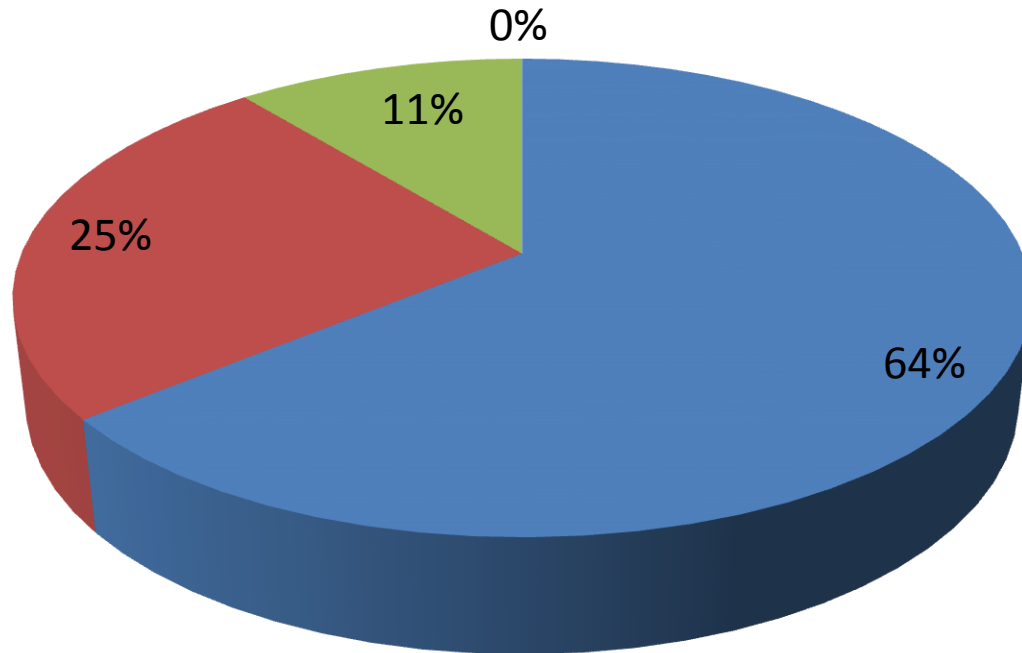
BUYING DECISIONS

BUYING DECISION
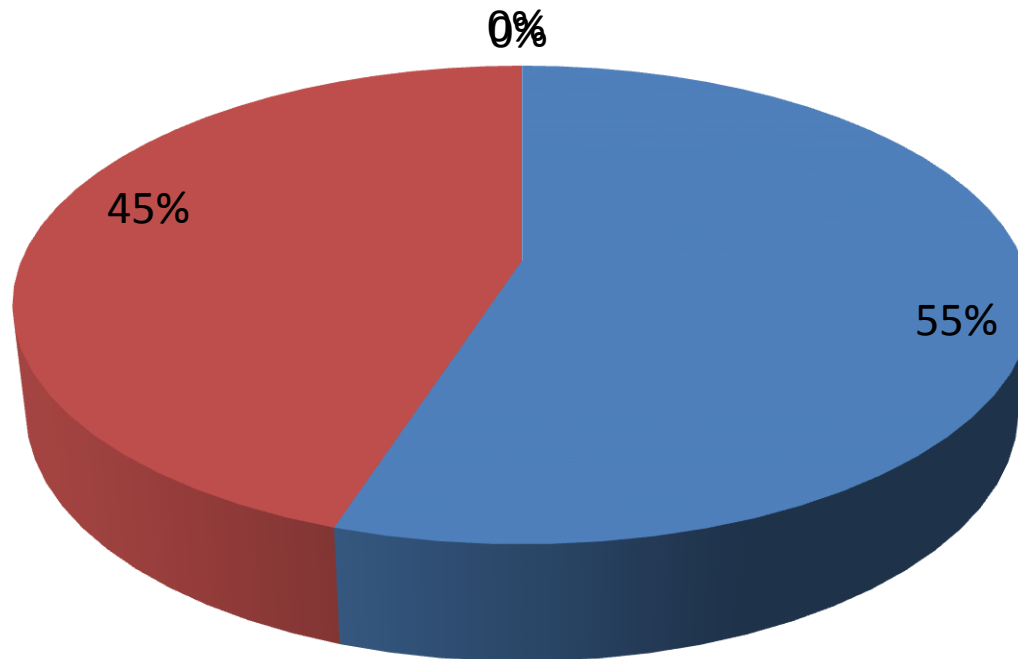
TIME WHEN YOU PROCURE MILK

TIME

■ MORNING TIME ■ EVENING TIME ■ ANY TIME ■

0%

14%

50%

36%

FAMILY CONSUMPTION 0F MILK PER DAY

CONSUMPTION

MORE THAN 4 LT 2%

4 LTRS 10%

1st Qtr 11%

3 LTRS 35%

2 LTRS 42%
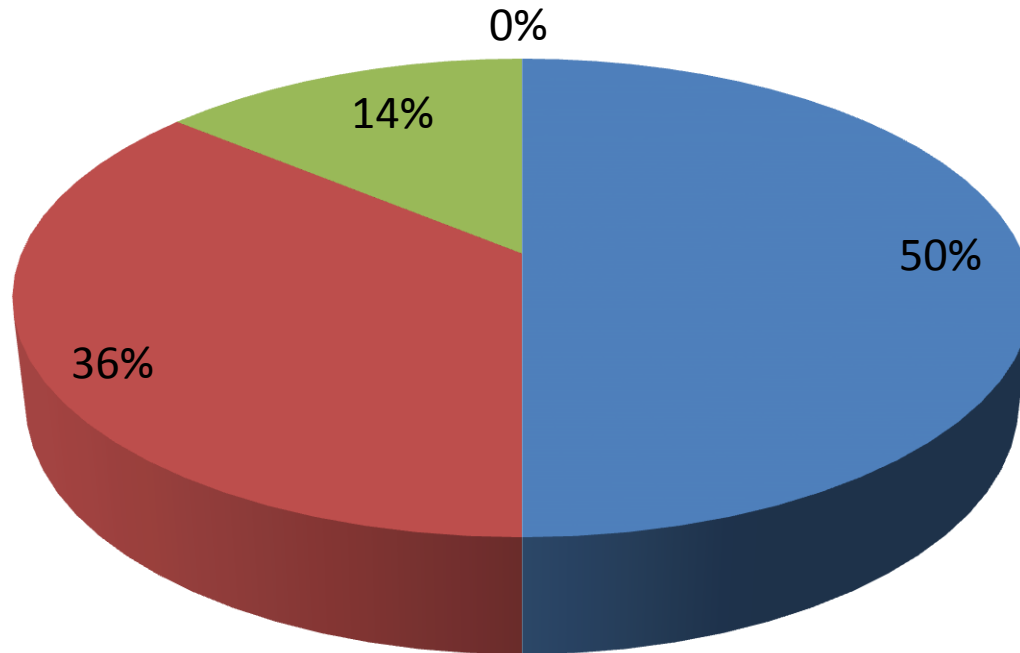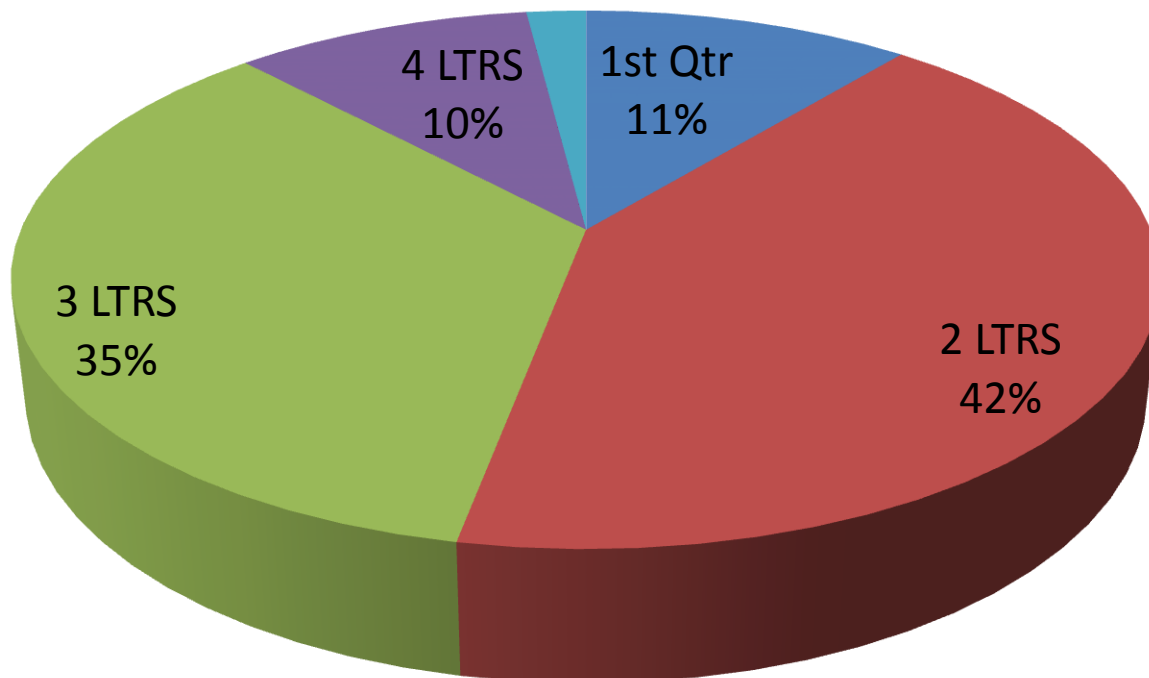
PREFER MILK OR NOT

PREFER OR NOT

■ YES ■ NO ■ ■

0%

4%

96%
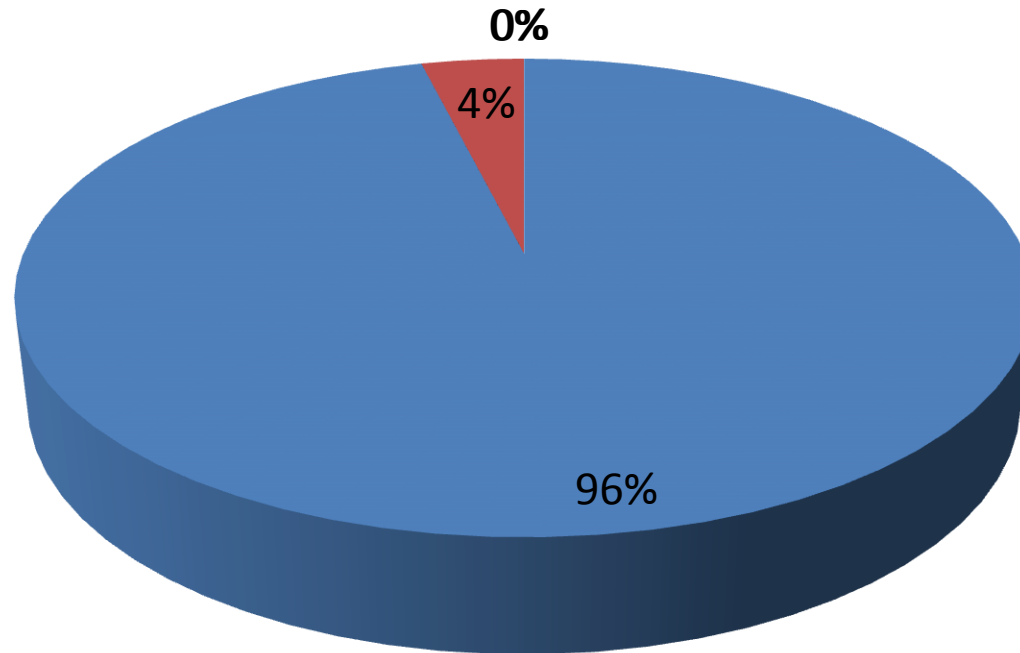
MILK PREFERED IN A DAY

CHOICE
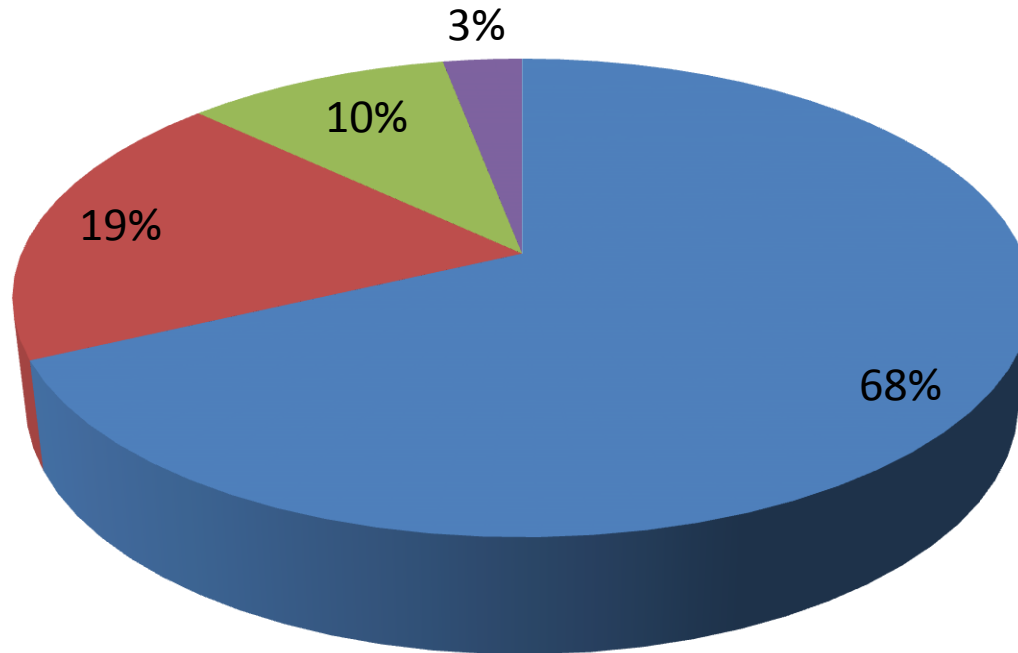
■ 1 GLASS ADAY ■ 2 GLASSES A DAY ■ MORE THAN 2 GLASSES ■ ■

0%
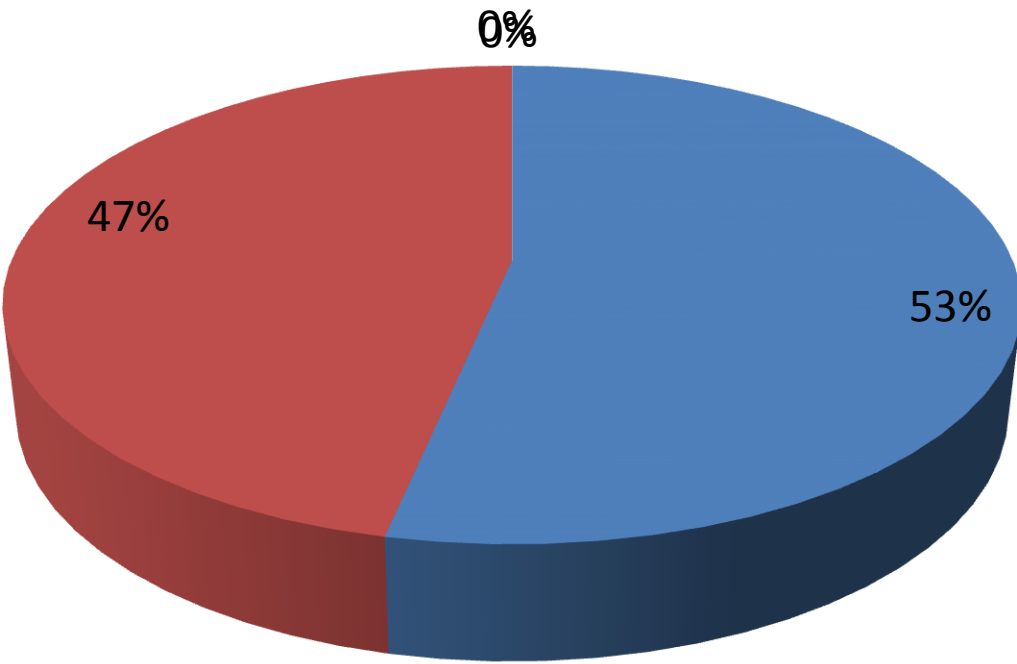13%
30%
57%
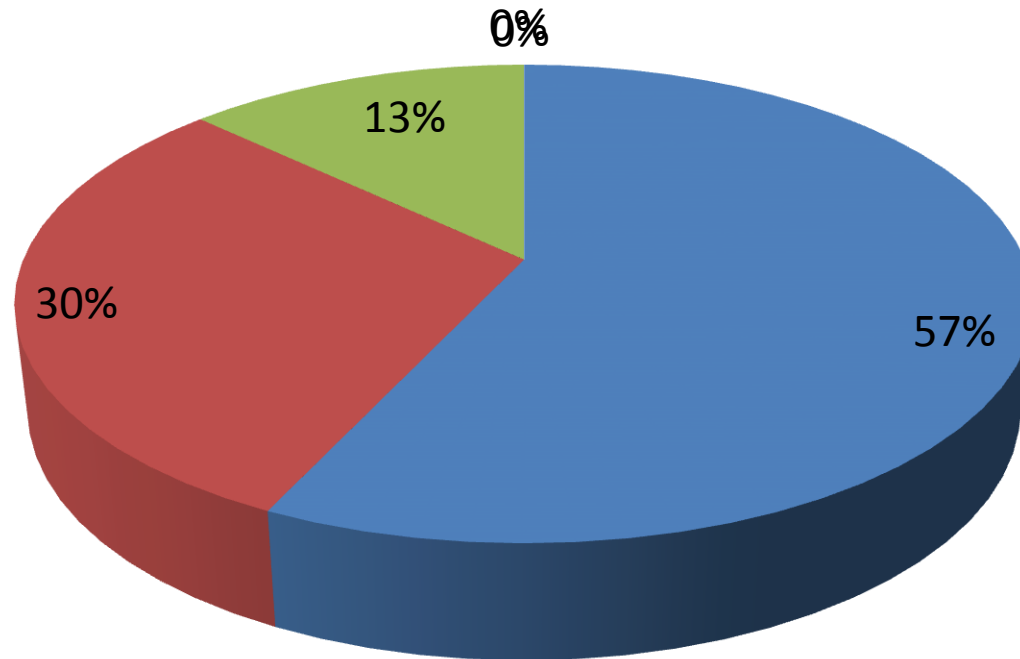
RANKING PERFORMANCE
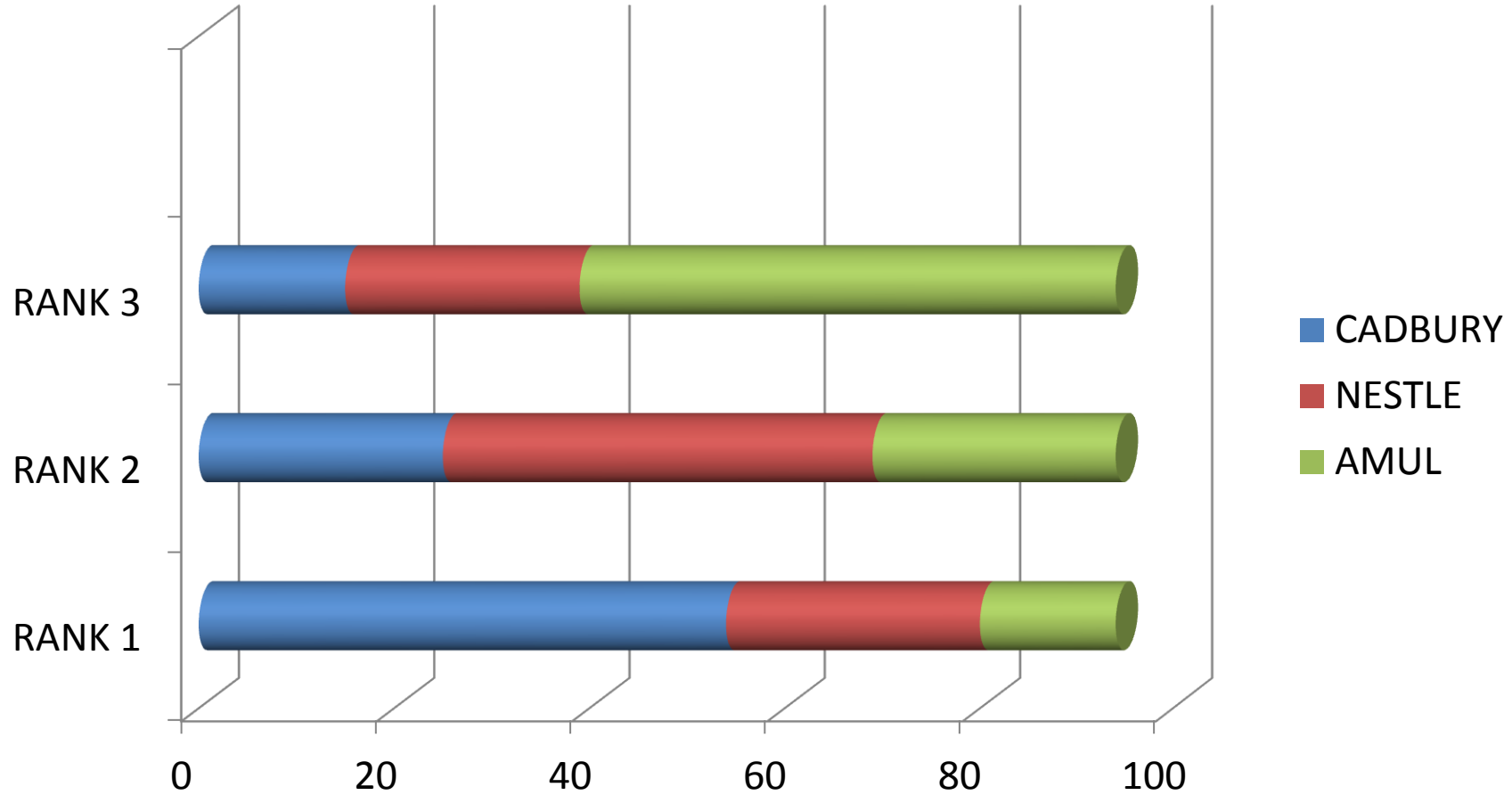
CONSUMER PROFILE
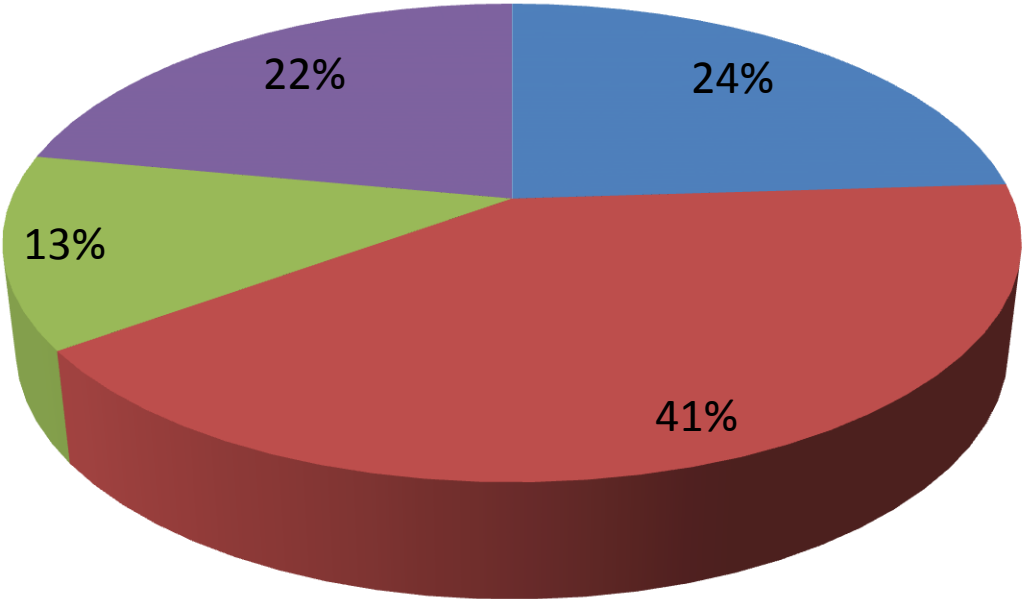
CONSUMERS

■ UNDER 18-25 ■ 26-35 ■ 36-45 ■ 46-55

3%

10%

19%

68%

GENDER

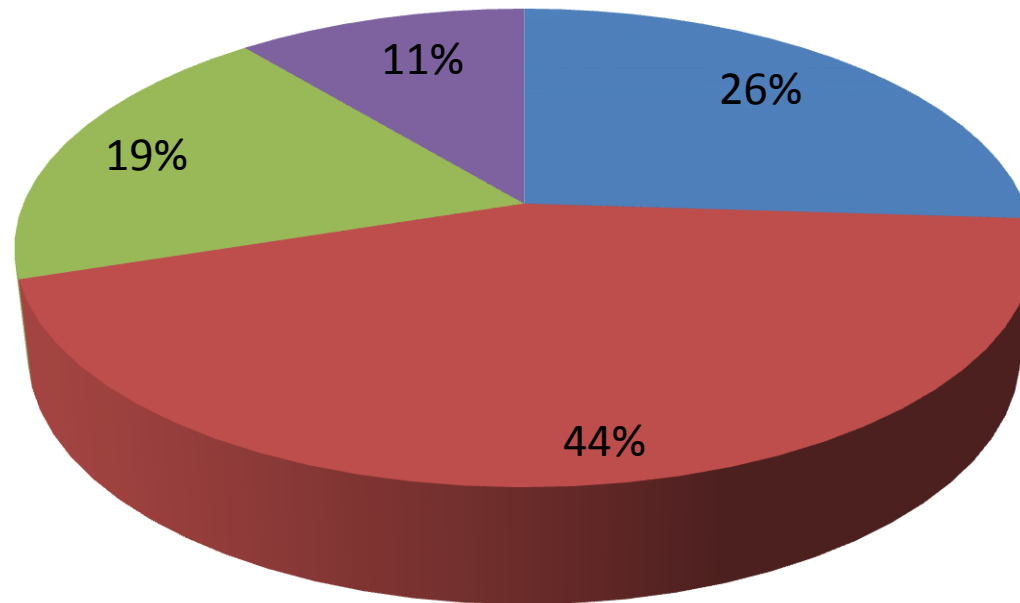# MONTHLY FAMILY INCOME

FAMILY INCOME

- 1st Qtr
- 20000-40000
- 40000-60000
- ABOVE 60000

EDUCATIONAL QUALIFICATION

QUALIFICATION

- 1st Qtr
- GRADUATE
- POST GRADUATE
- OTHERS

OCCUPATION

OCCUPATION

■ 1st Qtr ■ SERVICE ■ BUSINESS ■ PROFESSIONALS ■ OTHERS

1%
5%
8%
19%
67%