IMPACT OF CONSUMER BUYING BEHAVIOR ON SATISFACTION TOWARDS DAIRY PRODUCTS: AN EMPIRICAL STUDY

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ARTICLE INFO	ABSTRACT
	Purpose: This study aims to investigate consumer buying behavior towards government-owned dairy products in India and assess their level of satisfaction. **Design/Methodology/Approach:** The researcher employed a simple random sampling technique to select 576 consumers from across India. Various data analysis tools were applied to the collected data to draw conclusions. **Findings:** The research found a significant association between demographic variables and customer satisfaction. Factors like "Product Quality," "Product Value," and "Awareness" were identified as key influencers of customer satisfaction. Additionally, the study revealed a direct negative impact of buying behavior on customer satisfaction, with purchase intention and customer service acting as mediators with positive effects. **Research, Practical & Social implications:** This study sheds light on the importance of product quality and value in influencing customer buying behavior. It has practical implications for dairy product marketers, emphasizing the need to prioritize quality and value during processing. Socially, it highlights the importance of consumer awareness in ensuring the quality and safety of dairy products. **Originality/Value:** This research contributes to understanding consumer behavior in the context of government-supplied dairy products in India. It emphasizes the originality and value of considering factors like awareness and customer service in assessing customer satisfaction, offering insights for improving marketing strategies in the dairy industry.

IMPACTO DO COMPORTAMENTO DE COMPRA DO CONSUMIDOR NA SATISFAÇÃO COM PRODUTOS LÁCTEOS: UM ESTUDO EMPÍRICO

RESUMO
Objetivo: Este estudo tem como objetivo investigar o comportamento de compra do consumidor em relação aos produtos lácteos de propriedade do governo na Índia e avaliar o seu nível de satisfação.
Design/Metodologia/Abordagem: O pesquisador empregou uma técnica de amostragem aleatória simples para selecionar 576 consumidores de toda a Índia. Várias ferramentas de análise de dados foram aplicadas aos dados coletados para tirar conclusões.
Resultados: A pesquisa encontrou uma associação significativa entre variáveis demográficas e satisfação do cliente. Fatores como "Qualidade do Produto", "Valor do Produto" e "Conscientização" foram identificados como principais influenciadores da satisfação do cliente. Além disso, o estudo revelou um impacto negativo direto do comportamento de compra na satisfação do cliente, com a intenção de compra e o atendimento ao cliente atuando como mediadores com efeitos positivos.

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Implicações de pesquisa, Práticas e Sociais: Este estudo esclarece a importância da qualidade e do valor do produto para influenciar o comportamento de compra do cliente. Tem implicações práticas para os comerciantes de produtos lácteos, enfatizando a necessidade de priorizar a qualidade e o valor durante o processamento. Socialmente, destaca a importância da conscientização do consumidor para garantir a qualidade e segurança dos produtos lácteos.

Originalidade/Valor: Esta pesquisa contribui para a compreensão do comportamento do consumidor no contexto dos produtos lácteos fornecidos pelo governo na Índia. Enfatiza a originalidade e o valor de considerar fatores como a conscientização e o atendimento ao cliente na avaliação da satisfação do cliente, oferecendo insights para melhorar as estratégias de marketing na indústria de laticínios.

Palavras-chave: Conscientização, Consumidor, Laticínios, Qualidade do Produto, Intenção de Compra, Satisfação.

IMPACTO DEL COMPORTAMIENTO DE COMPRA DEL CONSUMIDOR EN LA SATISFACCIÓN HACIA LOS PRODUCTOS LÁCTEOS: UN ESTUDIO EMPÍRICO

RESUMEN
Propósito: Este estudio tiene como objetivo investigar el comportamiento de compra de los consumidores hacia productos lácteos de propiedad gubernamental en la India y evaluar su nivel de satisfacción.

Diseño/Metodología/Enfoque: El investigador empleó una técnica de muestreo aleatorio simple para seleccionar 576 consumidores de toda la India. Se aplicaron varias herramientas de análisis de datos a los datos recopilados para sacar conclusiones.

Hallazgos: La investigación encontró una asociación significativa entre las variables demográficas y la satisfacción del cliente. Se identificaron factores como la "calidad del producto", el "valor del producto" y la "conciencia" como factores de influencia clave en la satisfacción del cliente. Además, el estudio reveló un impacto negativo directo del comportamiento de compra en la satisfacción del cliente, actuando la intención de compra y el servicio al cliente como mediadores con efectos positivos.

Investigación, Implicaciones prácticas y Sociales: este estudio arroja luz sobre la importancia de la calidad y el valor del producto a la hora de influir en el comportamiento de compra del cliente. Tiene implicaciones prácticas para los comercializadores de productos lácteos, ya que enfatiza la necesidad de priorizar la calidad y el valor durante el procesamiento. Socialmente, destaca la importancia de la concienciación de los consumidores para garantizar la calidad y seguridad de los productos lácteos.

Originalidad/Valor: Esta investigación contribuye a comprender el comportamiento del consumidor en el contexto de los productos lácteos suministrados por el gobierno en la India. Enfatiza la originalidad y el valor de considerar factores como la conciencia y el servicio al cliente al evaluar la satisfacción del cliente, ofreciendo ideas para mejorar las estrategias de marketing en la industria láctea.

Palabras clave: Conciencia, Consumidor, Productos Lácteos, Calidad del Producto, Intención de Compra, Satisfacción.

INTRODUCTION

In today's market, consumer behavior is a challenging one to be understood by every organization (Vidya & Selvamani, 2019). According to Sen & Hasan (2018), it is only the quality of the product that makes the customer to have a purchase decision which ensure the future prosperity of the organization. As it is well aware that dairy product is an essential and inevitable ingredient commodity in day to day life to all level of people, and hence there exists a high demand and being influenced by various factors based on the needs and wants of the consumer.

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This study has identified the factors that influence consumer behavior towards purchasing Government dairy products and its impact on satisfaction through customer service and purchasing intention. The researcher has considered factors such as product quality, product value, purchase intention, awareness, and customer service under consumer behavior with the following research questions.

1. Whether the factors significantly affecting consumer behavior?

2. Do the customer service and the purchase intention mediating consumer behavior with the customer's satisfaction?

3. How the value of the dairy product impacting consumer behavior?

This study has the following chapters. Starting with a Literature review followed by a conceptual model consists of objectives and hypothesis. Next with Research methodology encompasses the data analysis and findings followed by the results and discussion, limitations scope for future research and the references.

REVIEW OF LITERATURE

The research literature is one containing the scholarly materials and discussing the published information for justifying the research gap of the present study and also identifying the relationship among the factors considered in every work. This section has dealt with past research work in the domain of the present study.

According to Kasthuri & Nathiya (2019), consumers gathered information about the products in terms of price, quality, taste, and other attributes and frequently changed their satisfaction level based on the availability of new trends in the market. Khanna (2015) found that the improper practices in the organization leads to the difference between the product and quality and found that the majority of the respondents have agreed that the packaged dairy products were consistent in taste. Adede & Kinoti (2016) analyzed the determinants towards consumer choice of milk brands in Kenya revealed that brand promoters have to give importance to price, brand availability, and product attribute like taste and quality along with awareness through promotions.

Nam et al. (2020) revealed that the change in consumer preference depends upon changing from cage dairy farming to sustainable dairy farming owing to the large content of fat and calcium in the milk. Putter (2017) studied the impact of social media on consumer buying intention made a remark that organizations should adopt the integrated strategy approach in the social media platform to reach the customers for their business. Breitenbach & Brandao (2019)

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concluded that the demand for milk products created through economic, contingent, and cultural factors with the profile of the customers, and they are not bothered about the price but expecting quality in the milk product.

The researcher has considered the following framework to integrate the phenomenon and the factors selected for this study.

Figure 1 Conceptual Model of the Study
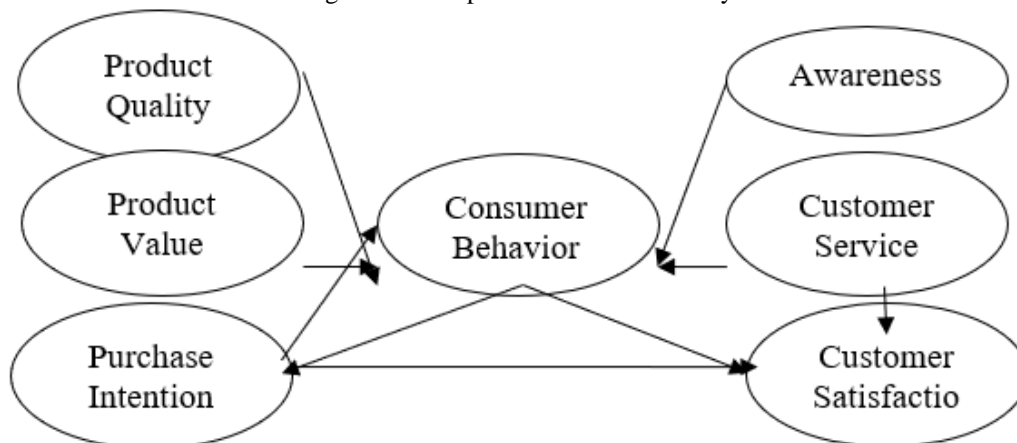
Source: Prepared by Authors 2023

After reviewing the earlier literatures and theories concerned, the following objectives were considered.

1.   To find the association between the demographic variables and the factors that influence the consumer buying behavior towards purchasing of dairy products and customer satisfaction

2.   To analyze the association between the factors under consumer buying behavior and customer satisfaction in purchasing dairy products.

3.   To examine the impact of the constructs of consumer buying behavior on the level of satisfaction among the consumers.

Based on the research question and objectives the appropriate hypothesis for this study is as follows:

H_1: Product Quality has a direct and positive influence on Consumer buying behavior

H_2: Product value has a direct and positive influence on Consumer buying behavior

H_3: Purchase intention has a direct and positive influence on Consumer buying behavior

H_4: Awareness has a direct and positive influence on Consumer buying behavior

H_5: Customer Service has a direct and positive influence on Consumer buying behavior

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H_6: Purchase intention has a positive mediating effect between consumer buying behavior and customer Satisfaction

H_7: Customer service has a positive mediating effect between consumer buying behavior and customer Satisfaction

H_8: Consumer buying behavior has a direct and positive influence on the customer satisfaction

H_9: There is a significant impact of factors of consumer buying behavior on customer satisfaction.

H_{10}: There is a significant association between the demographic variables and the customer satisfaction towards purchasing of dairy products.

METHODOLOGY

This study is a descriptive and quantitative nature conducted during the month of July 2020 to December 2020 with the people who were the consumers of the dairy products having residence in both urban and rural area in India and the required data was collected through questionnaire. As this involves an unknown population, based on the formula,

$n = Z^2 * p * q / d^2$

n= $(1.96)^2 * (0.5) * (0.5) / (0.05)^2 =$ **384.16**

Prior to this distribution, a pre-test was conducted among 100 consumers of the dairy products selected locally for testing the reliability and found as 0.747. Against the required sample size of 384 calculated through the formula, in view to have a precise result, it is decided to consider 600 samples due to the availability of a huge population in this domain. The questionnaire prepared in English as well as in the concerned local language was distributed directly and through e-mail concerned to 900 respondents selected through simple random technique. Only 654 respondents have sent the questionnaire duly filled in and out of which only 576 found suitable for further analysis. Tools like structural equation modeling, percentage analysis, compare mean test, Karl Pearson's correlation, Garrett ranking test, and multiple regression analysis were applied through SPSS 21.0 and the result obtained is discussed in the following sections.

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Structural Equation Modeling Through Confirmatory Factor Analysis

In every research, the goodness of fit of the factors considered is important for further analysis and this could be attained only through confirmatory factor analysis through structural equation modeling (SEM). The detailed path diagram is depicted in Figure 2 below:

Figure 2 Path Diagram through Structural Equation Modeling
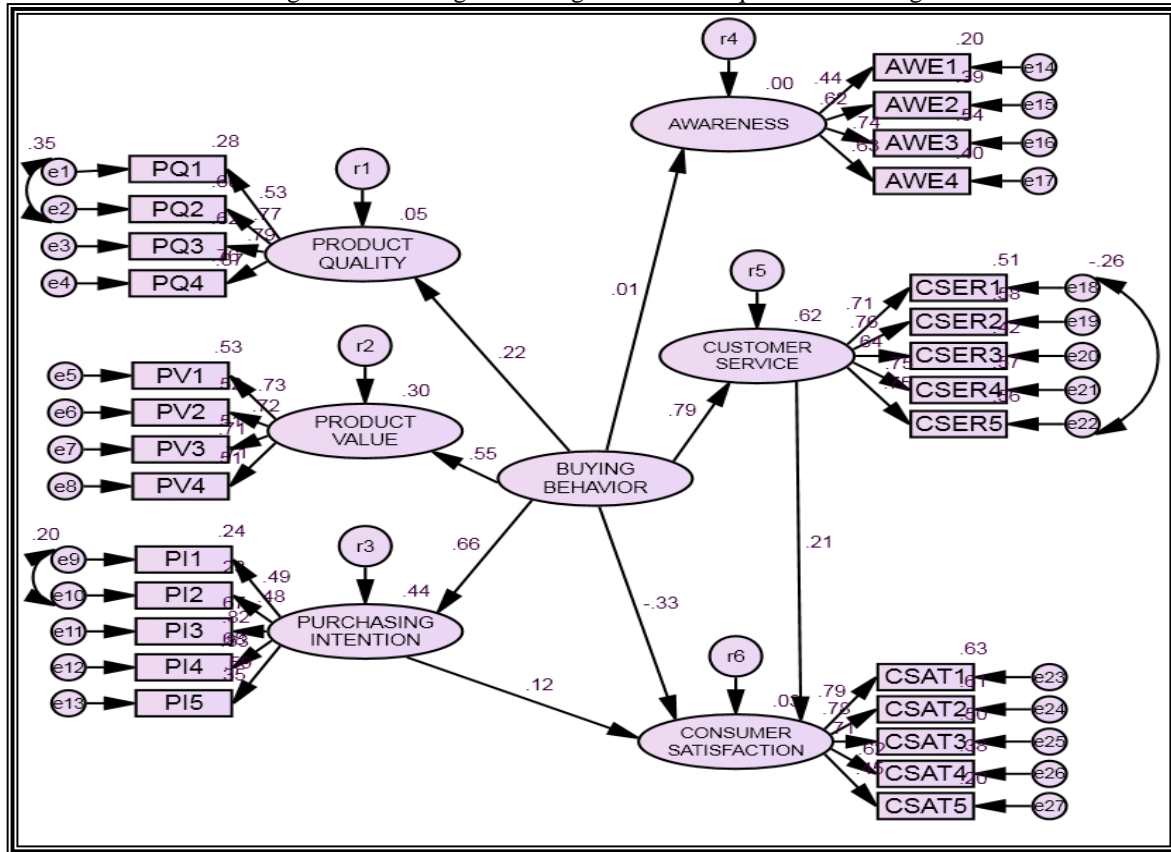
Source: Prepared by Authors 2023

The consistency data obtained through the above method is detailed in Table 1 below:

Table 1 Validation Criteria of Path Analysis

Criteria Index	Criteria Value obtained in this study	Result
Chi-Square (χ^2)	1165.349	Good
CMIN/df	3.723	Good
Goodness of fit index (GFI)	0.902	Good
Adjusted Goodness of Fit Index: AGFI	0.847	Good
Comparative Fit Index: CFI	0.901	Good
Normed Fit Index: NFI	0.851	Good
Root Mean Square Error of Approximation: RMSEA	0.069	Good
Root Mean Square Residual (RMR)	0.058	Good
Standardized Root Mean Square Residual (SRMR)	0.057	Good

Source: Primary Data

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From the above result, it is confirmed that the conceptual model has achieved all the goodness of fit towards the factors encompasses the conceptual model (i.e) ($\chi2/$ df = 3.723, GFI = 0.902, CFI = 0.901 NFI = 0.851, RMR = 0.058 and RMSEA = 0.069, SRMR: 0.057). In addition, the P Ration is found as 0.892 (PNFI: 0.727 & PCFI: 0.764) and the above value(s) are sufficient in analyzing the goodness of fit index of a model (Diamantopoulos & Siguaw, 2000) in (Tsoukatos & Graham K. Rand, 2006).

The validity of the model is also confirmed through average variance extracted (AVE), composite reliability and the factor loading and the details have given in Table 2 below.

Table 2 Table showing the content validity of the model of the study

Latent Factors	Label	Factor loading	Cronbach Alpha Value	Critical Ratio	R^2	AVE	CR
Product Quality	PQ1	0.533	0.844	*	0.284	0.732	82.60%
	PQ2	0.733		3.622	0.532		
	PQ3	0.787		3.643	0.619		
	PQ4	0.873		3.662	0.762		
Product Value	PV1	0.729	0.808	14.631	0.531	0.718	80.97%
	PV2	0.719		14.233	0.517		
	PV3	0.712		14.743	0.507		
	PV4	0.712		*	0.507		
Purchase Intention	PI1	0.486	0.782	10.779	0.236	0.641	78.44%
	PI2	0.482		10.906	0.232		
	PI3	0.821		19.186	0.674		
	PI4	0.826		*	0.682		
	PI5	0.592		14.054	0.350		
Awareness	AWE1	0.442	0.698	*	0.195	0.607	70.39%
	AWE2	0.621		8.181	0.386		
	AWE3	0.735		7.934	0.540		
	AWE4	0.631		8.292	0.398		
Customer Service	CSER1	0.712	0.837	*	0.507	0.724	84.68%
	CSER2	0.761		16.078	0.579		
	CSER3	0.645		13.863	0.416		
	CSER4	0.755		15.755	0.570		
	CSER5	0.747		14.189	0.558		
Customer Satisfaction	CSAT1	0.793	0.802	*	0.629	0.670	80.77%
	CSAT2	0.784		17.409	0.615		
	CSAT3	0.708		15.899	0.501		
	CSAT4	0.620		14.289	0.384		
	CSAT5	0.446		9.894	0.199		

Source: Primary Data

The above table results showed that the path estimates and the factor loading (CFA of the conceptual model were found above 0.30; AVE above 0.50, and construct reliability above

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0.70 and confirmed the convergent validity and internal consistency. The reliability value of each constructs also found within the threshold limit as pointed out by (Nunnally, 1978).

Garrett Ranking Method

The Researcher has applied the Garrett ranking method to ascertain the customer preference on different factors to a particular produce service based on their ranking. The result obtained through this method is given in Table 3 below:

Table 3 Ranking through Garrett Method

Sl. No.	Features of the Product	Cumulative Score	Average Score	Rank
01.	Price	31917	**55.41**	1
02.	Taste & odor	29159	50.62	**4**
03.	Fat content	31547	**54.77**	**2**
04.	Purity	30515	**52.98**	**3**
05.	Packaging	23349	40.54	6
06.	Trust of use	26873	46.66	5

Source: Primary Data

From the ranking result, the first and foremost rank has given to the price with the average score of 55.41 followed by the Fat content in the second rank with the score (54.77). Next to this is the purity of the milk products with the average score (52.98).Likewise, the fourth rank given to the taste and odor followed by trust of use and finally packaging is given important among the customers (40.54). Hence it is concluded that price is the sensitive feature for all the customers along with the content and purity.

Respondents background information

Actually, the background of the respondents have a great impact on their buying behavior and hence the demographic profile of the respondents of this study was analyzed and the detail given in Table 4 below.

Table 4 Demographic and Social Status of the Dairy Product Consumer's

Sl. No.	Profile	Category	Number of respondents	Percentage
01.	Age	Up to 20 years	8	1.4
		21-30 years	35	6.1
		31-40 years	156	27.1
		41-50 years	297	51.6
		> 50 years	80	13.8
02.	Gender	Male	305	53.0
		Female	254	44.0
		Transgender	17	3.0
03.	Marital Status	Married	453	78.6

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		Unmarried	102	17.7
		Widower	8	1.4
		Divorcee	13	2.3
04.	Educational Qualification	Illiterate	38	6.6
		SSLC	47	8.2
		HSC	101	17.5
		Under Graduate	237	41.1
		Post Graduate	143	24.9
		Others	10	1.7
05.	Occupation	Government Sector	92	16.0
		Private Sector	56	9.7
		Business	152	26.4
		Agriculture	172	29.8
		Housewife	92	16.0
		Students	5	0.9
		Others	7	1.2
06.	Monthly Income	< Rs.10000/=	73	12.7
		Rs.10001/=to Rs.25000/=	120	20.8
		Rs.25001/- to Rs.50000/=	142	24.7
		above Rs.50000/=	241	41.8
07.	Residential Area	Urban	213	37.0
		Rural	207	35.9
		Semi Urban	156	27.1
08.	Family Type	Single	554	96.2
		Joint	22	3.8
09.	Family Size	2 Members	292	50.7
		3-5 Members	107	18.6
		> 5 Members	177	30.7
10.	Duration of using Government Dairy products	< 1 year	97	16.8
		1-5 years	136	23.6
		6-10 years	143	24.9
		> 10 years	200	34.7
11.	Noticed any difference between Government dairy product and private one	Yes	225	39.1
		No	351	60.9
12.	Using other dairy products apart from Milk	Ghee	76	13.2
		Milk Powder	59	10.2
		Butter	89	15.5
		Milk Sweat	140	24.3
		Ice cream & Soft drink	199	34.5
		All the above	13	2.3
13	Source of Information	Television	100	17.4
		Newspaper	131	22.7
		Through Agents	76	13.2
		Family Members	145	25.2
		All the above	124	21.5

Source: Primary data

The result revealed that 297 consumers to the tune of 51.6 percent found between 41-50 years old, and 305 respondents found as Male only. 78.6 percent of the total population found married, and most of the respondents (237 with 41.4 percent) have an undergraduate qualification. 29.8 percent of consumers having agriculture as their routine work followed by 26.4 percent of the respondents doing business. 0.9 percent of the total respondents were under the student category. Most of the respondent's monthly income found above Rs.50000/=.

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Regarding the residential status, a maximum of 213 respondents (37%) having their residence in the urban area and in a nuclear family only. In maximum family, only 2 dependent members were found and about 200 consumers with 34.7 percent were using the Government dairy products for more than 10 years.

60.9 percent of the total population have informed that there is no difference noticed between the private milk and the Government supplying milk and maximum consumers have purchased ice cream and soft drinks of the Government dairy product (199 with 34.5%) followed by milk sweat (140 with 24.3%). While analyzing the source of information about the dairy products of the Government, most of the respondents have got the information through their family members followed by Newspaper and only 124 respondents with 21.5% have informed that they have received information through all the sources.

Karl Pearson Correlation Method

To find the association between the independent and dependent factors of the study, Karl Pearson Correlation method was applied and the result obtained is given in Table 5.

Table 5 Correlation

FACTORS	Mean	SD	F1	F2	F3	F4	F5	F6
				Karl Pearson Correlation				
Product Quality			1	0.181**	0.143**	0.030	0.102*	0.054
Product Value				1	0.301**	-0.007	0.371**	-0.070
Purchase Intention					1	-0.027	0.454**	0.428*
Awareness						1	0.109*	0.297*
Customer Service							1	0.307*
Customer Satisfaction								1

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Source: Prepared by Authors 2023

The correlation result confirmed a positive association among some of the factors at 1% and 5% significant level. While analyzing the highest correlation, it is noticed that the purchase intention have highly correlated with customer service (r=0.454**) followed with customer satisfaction (r=0.428*) and next to this customer service found correlated with the customer satisfaction (r=0307*).The lowest correlation exists between product quality and customer service (r=0.102*). The coefficient of determination value (R^2) for the purchase intention, awareness and customer service were found as (0.183), (0.088) and (0.094) and this value confirmed that 72% of the variability has yet to be explained by the other factors of this study.

Multiple Regression Analysis

The researcher has carried out the multiple regression analysis to investigate the impact of the independent factors like product quality, product value, purchase intention, awareness, and customer service of the buying behavior on customer satisfaction. The value obtained is detailed in Table 6 below.

Table 6 Regression analysis statistics

Factor (Dependent)	Factor (Independent)	Regression Coefficient (B)	S.E	"t" test value	Co linearity Statistics Tolerance Value	VIF Value
Customer Satisfaction	(Constant)	15.124	1.827	8.276		-
	Product Quality	**0.123**	**0.071**	**1.736***	0.958	1.044
	Product Value	**0.165**	**0.087**	**1.892***	0.823	1.214
	Purchase Intention	-0.042	0.072	-0.587	0.767	1.303
	Awareness	**0.156**	**0.065**	**2.405****	0.998	1.002
	Customer Service	0.042	0.071	0.597	0.733	1.363
	R^2 Value	0.20				
	Adjusted R^2 Value	0.12				
	F Value	2.351*				
	Sample size	576				
	Durbin Watson Test	1.748				
*- 5% level of Significance						

Source: Prepared by Authors 2023

From the result of the Multiple Regression Analysis, the value of the "F" was found to be 2.351 which is significant at 5% level of significance and this witnessed the model fit of the study. In addition, Factors like "Product value", "Product Value" "Awareness" were highlighted as the significant forecaster for the customer satisfaction and the value of R^2 also confirmed it with a way that a unit increase in the independent variable increases the dependent variable to the tune of 2.0 percent. From the value of Durbin Watson (1.748) and the Tolerance value and Variance Inflation Factor, it is confirmed that there was no multicollinearity noticed among the factors and variables.

Association Between the Demographic Variables of the Respondents and the Level of Satisfaction in the Buying Behavior Towards Dairy Products

To find the association between the demographic profile of the respondents and their level of satisfaction in purchasing the dairy products, one way ANOVA test and paired sample"t" test were carried out and the result revealed is given in Table 7 below.

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Table 7 Compare Mean Test

Sl. No	Demographic Profile	Customer Satisfaction
	One way ANOVA ("F" test)	
01.	Age	2.142*
02.	Gender	1.606
03.	Marital Status	0.764
04.	Educational Qualification	0.959
05.	Occupation	3.425**
06.	Monthly Income	0.462
07.	Residential Area	0.683
08.	Family size	2.325
09.	Duration of using Government Dairy products	5.106**
10.	Buying other milk products	2.423*
11	Source of Information	4.403**
	Paired Sample "t" Test	
11	Family type	52.058**
12.	Noticing difference between Government product and private product	48.407**

Source: Primary Data

The result of the one way ANOVA test confirmed that there is a significant association found between the Age, Occupation, duration of using the Government Dairy product, buying other related milk products and the source of information about the dairy product with the level of satisfaction at 1% and 5% significant level. Also, the outcome of the paired sample "t" test proved that there is a significant association found between the type of the family and the opinion about the difference noticed between the Governments dairy and private dairy products at 1% level of significance.

RESULTS AND DISCUSSION

Considering the above result, the researcher of this study have coined the primary objective to study the impact of buying behavior on the satisfaction among the consumers of dairy products in India and for this, the factors like product quality, product value, purchase intention, awareness, customer service that influencing the buying behavior were considered for developing the conceptual model.

Regarding the impact of the customer service on the consumer buying behavior, the result showed that there is a direct and positive influence between the factors and this result found in parallel with (Blodgett et al., 1995) who have pointed out that only the dissatisfied customer has the attitude of complaining to sought redressed and also made them less engaged in purchasing. Regarding the effect of consumer buying behavior on the satisfaction, there witnessed a direct negative effect (-0.33) which was found controversy with the result of (Shih et al., 2015) who pointed out that there is a strong impact of consumer buying behavior on satisfaction. The above outcome also confirmed the acceptance of the all the hypotheses

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except H_8. There also found a significant impact of the factors like "Product Quality"; "Product Value" and "Awareness" and also highlighted as a forecaster for the customer satisfaction at 1% and 5% level of significance and thereby accepted the alternative **hypothesis H_9.** Regarding the association between the demographic variables and the customer satisfaction, it is evident that there is a significant association between the factors and supporting the alternative **hypothesis H_{10}.**

To answer the research questions, it is concluded that all the factors like product quality, product value, purchase intention, awareness and customer service have strongly influencing the consumer buying behavior and the purchase intention and customer service positively mediating the consumer buying behavior with the customer satisfaction even though there is a direct negative impact of buying behavior. It is also ascertained that without product value, no one consumer is ready to purchase the product especially dairy products as it is related with the health consciousness.

Hence it is implicated that the marketers of the dairy products should give priority to the quality as well as the value of their products during processing as these parameters are predicted as a forerunner to the purchase intention through consumer awareness. Also, furnishing proper and correct information in the label is must for the organization during packing the product By doing so, the deflection rate of the consumers could be reduced and their expecting a good sales and profit for their dairy products.

CONCLUSION

In today's business market, large number of branded milk suppliers is there. Hence improving the quality of the product along with easy accessibility and availability is essential for those marketers for their future endurance. Regarding the limitation of this research, this study has conducted only in India with 576 samples only selected through simple random sampling technique. But the perception of the consumers found varying in various geographic areas. Hence future research in this topic may be carried out with large number of samples selected from various geographic areas through other sampling technique and a comparative as well as longitudinal study may be attempted for getting a detailed outcome of the research.

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