

Milk and Milk Products Consumption Pattern in Puducherry

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Abstract— An exploratory study was conducted to ascertain the consumption pattern of milk and milk products in Puducherry. A total of 300 respondents were selected based on cluster random sampling comprising of 100 respondents each from rural, peri-urban and urban areas. The per capita consumption of milk was found to be 200 ml/ day and the average daily family purchase of milk was 657 ml. Majority (70%) preferred to purchase the milk from milk vendors and as pasteurized milk packet whereas in the rural area 80 per cent purchased from milk co-operative societies. Pasteurized milk packet was purchased mainly from PONLAIT (57%) and CAVINS (37%) milk parlours. Majority (98%) consumed the milk as Tea/coffee and one-third (30%) consumed as milk. Rural respondent (20%) had a habit of drinking milk before going to sleep. With respect to milk products only one half (52%) of the population prepared milk products at their home. Butter milk (46.6%) and Curd (34.7%) were the two major milk products prepared at the home. Ice cream (80%), Kulfī (70%), Ghee (68%) and Curd (64%) were the major milk products purchased. Cheese (94%) and Butter (88.3%) were the two major milk products which were not consumed by the respondents. Only 11 % were aware about the A1 & A2 milk and none of the respondent in the study area preferred to purchase A2 milk. Only a meagre 3% were aware about the FAT and SNF in the packet milk. There is an increasing demand for milk and milk products in Puducherry but the milk production still remains the same.

Keywords— Consumer preference, Milk, Milk Products.

I. INTRODUCTION

India is the leading milk producer in the global market (BAHS, 2018). Over the period, there is a rising significance of dairy products in the food basket of the people of India (Kumar *et al.*, 2014). Though the milk production in the Puducherry remains the same the demand for milk and milk products is increasing day by day. The demand for milk and its variants in India is increasing rapidly due to population growth, rising income and urbanization and the increased output is mostly absorbed within the country. Keeping this in mind the study was carried out to ascertain the consumption pattern of milk and milk products in Puducherry.

II. MATERIALS AND METHODS

The respondents were selected based on cluster random sampling method. The Puducherry region was categorized into rural, peri-urban and urban areas. 100 respondents each were

selected from each area to form a total of 300 respondents. Milk consuming respondents were alone considered for study.

III. RESULTS AND DISCUSSION

The results and discussion is presented in the form of tables and figures.

TABLE I. Milk purchase and per capita consumption

Category	Average Milk Purchase (ml/day/family)	Average family size (No.)	Per capita consumption (ml/day)
Rural	462	3.6	128.3
Peri-Urban	780	3.19	244.5
Urban	730	3.06	238.5
Total	657.3	3.28	200.3

The average milk purchased per family was found to be 657 ml. The per capita availability of milk in Puducherry is 92 gms in 2019 (NDDB, 2019). Whereas in the study area it was 200 ml which is way higher than the availability which shows the purchasing capacity of the respondents. Though the rural respondents where purchasing less than half a liter on daily basis (Table 1). The consumption of milk was less in rural areas compared to urban, the reason being many villagers preferred to drink tea in Tea shops rather than house.

TABLE II. Milk and milk product consumption pattern (N=300)

Category	Milk	Milk product consumption		Milk Purchase Pattern		
		Tea/ Coffee	Milk Product	Milk vendor	DCS	Packet Milk
Rural	20	100	40	02	80	18
Peri-Urban	48	97	68	48	7	45
Urban	22	96	47	58	-	42
Total	90 (30)	293 (97.6)	155 (51.6)	108 (36)	87 (29)	105 (34.9)

* Value inside the parenthesis denote percentage

One- third (30%) of the respondent had the habit of drinking milk. Especially all the rural respondents had the habit of drinking milk before going to bed. Majority (97.6%) had the habit of drinking milk as tea/coffee. With respect to milk product consumption only one half (51.6) of the respondents prepared milk products at their home. Majority (36%) of the respondents purchased the milk from the local

milk vendors followed by above one third (34.9%) who purchased from local milk parlours. Less than one-third (29%) was purchasing from Dairy co-operative society (DCS) which included a majority from rural areas (Table.2). The findings were similar to that of the study carried out in Kerala by Krishnadas *et al.*, 2016.

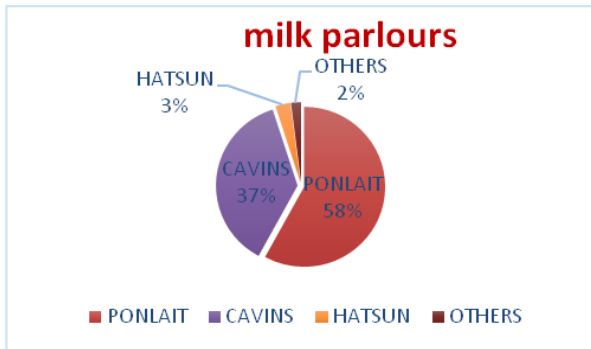


Fig. 1. Preference on Milk Companies by the Respondents

Most of the respondents who purchased milk from milk vendors preferred the local milkman who sold milk at their doorstep. With respect to the milk parlours majority (58%) preferred to buy from PONLAIT followed 37 per cent who purchased from Cavins. The reason could be the presence of these two milk parlours in the study area (Fig.1).

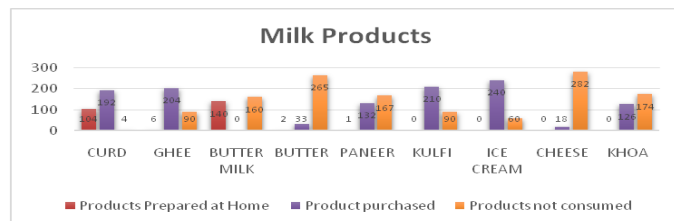


Fig. 2. Details of Milk Products prepared, purchased and not consumed

Data was collected with respect to milk products prepared in the house, products purchased and the products which were not consumed by the respondents. Butter milk (46.6%) and curd (34.7%) were the two major milk products prepared at the home. Ice cream (80%), kulfi (70%), ghee (68%) and curd (64%) were the major milk products purchased. Paneer (44%), khoa (42%), butter (11%) and cheese (6%) were also purchased. The major milk product which was not preferred or consumed by the respondents were Cheese (94%) and Butter (88.3%) (Fig.2).

Awareness on Purchase of milk

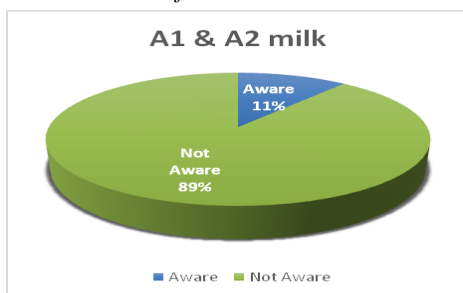


Fig. 3. Awareness on A1 & A2 milk

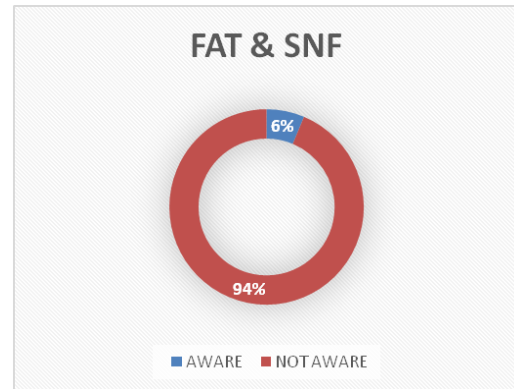


Fig. 4. Awareness on Fat & SNF in milk

When asked about the awareness on A1 & A2 milk only 11 % were aware and none of the respondent in the study area preferred to purchase A2 milk. Though there were few commercial dairy farms selling A2 milk near the study area. Only a meager 3% were aware about the FAT and SNF in the packet milk. Majority bought the pasteurized packet milk only based on packet colour and price.

IV. CONCLUSION

From the study it is very clear that there is a huge demand for milk and milk products in the Puducherry region. The per capita consumption of milk was found to be 200 ml which is way high above the per capita availability in this region. The purchasing capacity of the respondents is very high because of their increased per capita income. Mostly milk and milk products were purchased by all the respondents but only half of the respondents preferred prepare milk products at their house. The major products prepared were curd and butter milk and the major milk products purchased were ice cream, kulfi, ghee and curd. Majority purchased pasteurized milk based on colour and price. None of the respondents preferred to buy A2 milk.

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