



A Study on Consumer Brand Preference of Packed Milk in Coimbatore, India

Venkatesa Palanichamy N^{a++}, Raja K^{a#}, Kalpana M^{a†*}
and Aruna Prabha S^{a#}

^a Agricultural College and Research Institute, TNAU, Coimbatore, India.

Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

Article Information

DOI: 10.56557/JAFSAT/2024/v11i28679

Open Peer Review History:

This journal follows the Advanced Open Peer Review policy. Identity of the Reviewers, Editor(s) and additional Reviewers, peer review comments, different versions of the manuscript, comments of the editors, etc are available here: <https://prh.ikpress.org/review-history/12099>

Original Research Article

Received: 26/02/2024

Accepted: 30/04/2024

Published: 04/05/2024

ABSTRACT

The continuous effort to increase the global dairy production level has led to increasing due to adoption of new technologies. The innovative technologies have resulted in a significant rise in production and productivity of dairy in the world market in the last decades. The present study is made with an objective to study the consumer brand preference of Packed Milk in Coimbatore district. The major source of awareness about various packed milk brands is through TV & Radio advertisements and it contributes around 48.33 per cent followed by Retailers & Dairy fresh, contributing around 19.16 per cent. Advertisement through local newspaper contributes around 15 per cent. 69 per cent of the respondents were willing to recommend the packed milk brand to others and would encourage others to purchase in that packed milk brand, while remaining 30.83 per cent of the respondents were not willing to recommend the packed milk brand to others Majority of the

⁺⁺ Professor (ARM) & Dean (Agriculture);

[#] Research Scholar;

[†] Professor (Computer Science);

*Corresponding author: E-mail: kalpusiva@gmail.com;

respondents are preferring the packet size of milk is 200 ml. Most of the respondents were purchasing their packed milk through the Private vendors, followed by the source of Govt. Dairy and Dairy fresh. Introduction of new designs in packaging is helps to attracting the all the type of consumers. Advertisement through social media, leaflets, and awareness programme in public places to creating curiosity about packed milk brands and new offers. The packed milk brands should adopt new and effective measures in door delivery services to distribute their brands to every area of the city.

Keywords: Awareness; buying behavior; packed milk; brand preference.

1. INTRODUCTION

India's prepared dairy section is developing due to the expanded request for bundled liquid Milk and expanded dairy items. In India, Tamil Nadu is one of the leading milk producing and also consuming state, and Tamil Nadu ranks among the top ten milk producing States of the country with a daily production. The present work has been undertaken with a view to study the brand preference of the consumers towards different brands of packed milk. Today almost every people consuming milk and milk products and the brand preference of these people are differ from each other's. Some of the peoples are buy only one brand from group of brands because they satisfied in that brand only. But some are not satisfied, they switch brand over the other brands. This study has been undertaken to measure the brand preference of the urban consumers towards packed milk [1,2].

Dhunna [3] while studying consumer behavior with respect to soft drink found that brand awareness was more in males than females. A certain brand or a particular drink was preferred by consumers mainly because of its taste and refreshing ability. Venkateshwarlu [4] reported that the quality and taste were considered as prime reasons for buying a particular brand of biscuits. Low price and easy availability were the other reasons considered for buying a particular brand. Ragavan [5] reported quality, customary accessibility, cost, precision in weighing and charging, the extent of vegetables and openness as the variables within the arrange of significance which had affected the buy of vegetables by respondents from the present day retail outlet. Singh [6] examined the consumer attitude towards walnut in urban Punjab. He found that consumer preference had consistent similarity among the entire income group. But the factors influencing consumption marginally differed among income groups. Sinha and Banerjee [7] reported that the biggest change is happening not in the market place but in the consumers'

mind, the place where brands really live. Brands can command, are commanding, will continue to command in the minds of consumers.

Munawar [1] reported that the primary attribute responsible for influencing customer preference found to be product range, shelf display and regular price updating. Taneja and Kaushik [8] reported that responsiveness, rebates, physical proof, center administrations, tangibility and special action impact the fulfillment level of client and concluded that there's the noteworthy relationship between the family wage and inclination of retail designs. Shakhshir [9] this consider presents a writing audit upheld by a later experimental inquire about on the situating of Sinha and Banerjee, [7] premium nourishment items within the Romanian advertise, how these brands are seen by Romanian customers, what is the impact of the financial emergency on the buyers situating discernments and the patterns of retailers in creating premium private names. Yandri [10] this paper presents the elaboration of the investigation on customer inclinations in a rural region of the utilization of coconut shell charcoal. By utilizing the Fish being Demonstrate, it is concluded that that product is a costly fuel, whereas the moment rank is quality. The rests are models and after-sales benefit, duty. From the perspective of assessment, the respondents accept that amount is within the rank that should be made strides in the future. The moment is cost and the rest are the after-sales benefit, bundling, and models, individually. Rekha and Gokila [11] the essential objective of this consideration is to get it the shopper discernment and fulfillment in considering the mindfulness of the items inside the buyers and the number of customers who customers the Homegrown Beauty care products. Arunkumar and Elangovan [12] the article endeavors to look at the customer state of mind and inclination for Natural Nourishments Items, which makes a difference to get it the consumer's recognition towards the natural nourishment within the Coimbatore City. Natural nourishment insurgency

and natural advancement subsequently offer assistance in ensuring the personal wellbeing and the environment as well. Barad and Mehta [13] studied the consumer preference towards packed and unpacked milk in veravel city and concluded that quality, freshness and price were the factors influencing the purchase decision of packed and unpacked milk in veravel city. Roy and Malhotra [14] studied the urban brand awareness of milk products in Kolkata. Jabeen et al., [2] analyzed the socio economic determinants of packed milk in Faisalabad. Lakmali et al., [15] studied the marketing mix antecedents of milk powder. Chukwu et al., [16] studied the packaging attributes of packed milk and suggested that packaging is the foremost one in determining the consumer purchase decision.

2. DATA AND METHODOLOGY

Coimbatore was one among the top district having high level of milk procurement and selling district in Tamil Nadu. Coimbatore city was the study area selected to carry out this research. Coimbatore city was purposively selected for this study because Coimbatore is having huge number of famous packed milk brands like Aavin, Aroma, Aarokya, K.C. milk, Vijay, Hatsun, Mother dairy, and Cowma. These milk brands are holds the more than 90 per cent market share of packed milk consumption in Coimbatore city Arunkumar and Elangovan, [12]. This study is mainly conducted to evaluate consumer's perception of consumers towards branded packed milk. The research approach selected for this study is Convenience sampling. The respondents have been selected people most conveniently available from total population.

2.1 Tools for Analysis

2.1.1 Percentage analysis

Percentage analysis will be used to make the comparison of different groups to analyse the demographic variables such as gender, age, level of education, marital status, family size, occupation, family income, and family type.

3. RESULTS AND DISCUSSION

3.1 Brand Preference of the Respondents

Brand Preference is the major factor for influencing the purchasing behavior of the consumers. Brand preference shows the brand

loyalty of the respondents for particular brand. Many of the consumers were stick on to many number of brands.

Among the sample respondents, 35 per cent were preferring an Aavin milk, followed by 17.5 per cent of respondents were preferring an Aroma, 15 per cent respondents prefer Hatsun, 9.16 per cent respondents prefer Arokya, 8.33 per cent consumers were prefer Sakthi milk, 7.5 per cent respondents prefer Mother dairy, 5 and less than 5 per cent of were preferring KC milk and Vijay. It could be concluded that majority of the respondents were preferring the Aavin brand and followed by the Aroma and Hutsun.

3.2 Source of Awareness about Packed Milk Brands

Source of awareness and its contribution is important for design the promotional strategies to increase the consumer base and products sales too. Consumers normally get to know about the products through different sources such as newspaper, advertisement (TV and Radio), leaflets, friends, doctors, relatives, retailers and dairy fresh, etc.

Since some of the respondents have indicated for more than one source of awareness and the major source of awareness about various packed milk brands is through TV and Radio Advertisements and it contributes around 48.33 per cent followed by Retailers and Dairy fresh, contributing around 19.16 per cent.

Advertisement through local newspaper like 'Dina Thandi' and 'The Hindu' and it contributes around 15.00 per cent, followed by Friends and Neighbors contributing around 09.16 per cent. Doctors contributing for creating awareness around 05.00 per cent. And finally Relatives contributes around 03.33 per cent.

3.3 Recommendation of the Packed Milk Brand to Others

Therefore the data on recommendation of the packed milk brand to others was analyzed and the results are presented.

It could be inferred that 69.16 per cent of the respondents were willing to recommend the packed milk brand to others and would encourage others to purchase in that packed milk brand because they were satisfied with that brands service such as availability of packed

milk, reasonable prices, quality and taste of the product, while remaining 30.83 per cent of the respondents were not willing to recommend the packed milk brand to others because of poor freshness, lack of availability of variety of product, non-availability of door delivery, etc. Hence the branded milk companies should take appropriate measures in fulfilling the deficiencies perceived by the packed milk consumers, so that it may not lose the existing consumers.

3.4 Buying Behavior of the Respondents

The buying behavior of the respondents with respect to Size of packet prefer, Source of packed milk, Mode of payment and Reason for buying the present milk supplier are presented below. Buying habit of the consumers can be understood from the regularity of purchasing the packed milk.

It is vivid that majority of the respondents are preferring the packet size of milk is 200 ml (53.33 per cent) followed by 500 ml (35 per cent), and 11.66 per cent respondents preferring the 1 liter

packet size and the source of packed milk is varies from place to place, based on the possibility the sources of packed milk has been classified into four categories each. Most of the respondents were purchasing their packed milk through the Private vendors (40.83 per cent), followed by the source of Govt. Dairy (35 per cent), and Dairy fresh (24.16 per cent).

The reason for buying the present packed milk supplier is classified into seven categories each, the major reason was good quality of packed milk and its accounts 39.16 per cent followed by reasonable price of the packed milk its holds 25.83 per cent, for the reason of door delivery facility the respondents are buying the packed milk and it's accounts 13.33 per cent, 9.16 per cent of respondents are buying their packed milk for the reason of time availability, 5.83 per cent respondents are buying because of regularity of the packed milk supplier, the packed milk buying from the supplier is based on the long-time association with the respondents holds 3.33 per cent and finally no alternative choice also holds the same per cent too.

Table 1. Brand preference of the respondents

S.No	Brand preference	No. of respondents	Percentage to total
1.	Aavin	42	35.00
2.	Arokya	11	09.16
3.	Aroma	21	17.50
4.	Hatsun	18	15.00
5.	Mother dairy	09	07.50
6.	Sakthi	10	08.33
7.	KC milk	06	05.00
8.	Vijay	03	02.50
	Total	120	100.00

Table 2. Distribution of Respondents with respect to source of Awareness

S.No	Source of awareness	No. of respondents	Percentage to total
1.	Advertisement (TV and Radio)	58	48.33
2.	Newspaper ads	18	15.00
3.	Friends and Neighbors	11	09.16
4.	Retailers and Dairy fresh	23	19.16
5.	Relatives	04	03.33
6.	Doctors	06	05.00
	Total	120	100.00

Table 3. Recommendation of the packed milk brand to others

S.No	Willingness	No. of respondents	Percentage to total
1.	Yes	83	69.16
2.	No	37	30.83
	Total	120	100

Table 4. Buying behavior of the respondents

S.No	Respondents Buying Behavior	No. of respondents	Percentage to total no. of respondents (n=120)	
1.	Size of Packet preferred	200 ml	64	53.33
		500 ml	42	35.00
		1 litter	14	11.66
2.	Source of Packed milk	Private Vendors	49	40.83
		Co – operative Milk Union	-	-
		Govt. Dairy	42	35.00
		Dairy Fresh	29	24.16
3.	Reason for buying the present packed milk supplier	Regularly	07	05.83
		Time availability	11	09.16
		Reasonable price	31	25.83
		Good Quality	47	39.16
		Door Delivery	16	13.33
		Long-time association	04	03.33
4.	Mode of Payment	No alternative choice	04	03.33
		Daily payment	96	80.00
		Monthly credit	-	-
		Monthly advance	24	20.00

The mode of payment among the sample respondents is divided into more possible ways. The majority of the respondents were buying their packed milk through the daily payment mode and its accounts 80 per cent, because milk is a perishable good and also peoples are always wants a fresh milk forever so the respondents buys whenever they want. And followed by the monthly advance payment accounts 20 per cent, it is a pre-payment mode and followed by the some part of the respondents.

4. CONCLUSION AND POLICY SUGGESTIONS

Among the sample respondents, 35 per cent were preferring an Aavin milk, followed by 17.5 per cent of respondents were preferring an Aroma, 15 per cent respondents prefer Hatsun, 9.16 per cent respondents prefer Arokya, 8.33 per cent consumers were prefer Sakthi milk, 7.5 per cent respondents prefer Mother dairy, 5 and less than 5 per cent of were preferring KC milk and Vijay.

It could be concluded that majority of the respondents were preferring the Aavin brand and followed by the Aroma and Hutsun. The major source of awareness about various packed milk brands is through TV and Radio Advertisements and it contributes around 48.33 per cent followed by Retailers and Dairy fresh, contributing around

19.16 per cent. It could be inferred that 69.16 per cent of the respondents were willing to recommend the packed milk brand to others and would encourage others to purchase in that packed milk brand.

The majority of the respondents were buying their packed milk through the daily payment mode and its accounts 80 per cent, because milk is a perishable good and also peoples are always wants a fresh milk forever so the respondents buys whenever they want.

Advertisement through social media, leaflets, and awareness programme in public places to creating curiosity about packed milk brands and new offers. The packed milk brands should adopt new and effective measures in door delivery services to distribute their brands to every area of the city.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

REFERENCES

1. Munavar Merchandising Strategies for Enhancing the Sales of Perishables in the Food World – Hyderabad. Unpublished MBA Thesis, Department of ARM, Tamil

- Nadu Agricultural University, Coimbatore; 2005.
2. Jabeen S, Mushtaq K, Badar H, Naseer M. AUR. Socio-economic determinants of consumers' buying decision towards packed milk: insights from a field survey of Faisalabad. Pak. J. Agri. Sci. 2022;59(6): 1011-1015.
 3. Dhunna M. An analysis of consumer behavior—a case study of soft drinks. Indian Journal of Marketing. 1984; 14(7):26-28.
 4. Venkateshwarlu H, Kishorekumar MO, Rajanath K. Factors influencing consumer decision making process towards biscuits, A behavioural analysis. Indian J. market. 1987;30(9-10):3-10
 5. Ragavan R. A Study on the Consumer Response Towards Franchise Vegetable Outlets – A Case of Just Picked, M.Sc.(Agri.) Thesis, Tamil Nadu Agric. Univ., Coimbatore; 1994.
 6. Singh S, Srivastava DN, Kapoor CM. "Factors Influencing Consumer Preferences for Type of Milk Supply in Hissar City, Ind. J. Animal Production and Management. 1995;11(4):226- 228.
 7. Sinha PK, Banerjee A. Store choice behaviour in an evolving market. International Journal of Retail & Distribution Management. 2004;32(10): 482-494.
 8. Taneja G, Kaushik N. Customer's perception towards mobile service providers: An analytical study. Journal of Services Marketing. 2007;5(3):39-52.
 9. Shakhshir G. The Positioning Analysis of Premium Food Brands in the Romanian Market. The International Journal of Management. 2014;1-13.
 10. Yandri P. Consumer preferences for coconut shell charcoal in suburban Indonesia. International Research Journal of Business Studies. 2015;6(2).
 11. Rekha MB, Gokila K. A study on consumer awareness, attitude and preference towards herbal cosmetic products with special reference to Coimbatore city. International Journal of Interdisciplinary and Multidisciplinary Studies. 2015;2(4): 96-100.
 12. Arunkumar and Elangovan Consumer Attitude and Preference for Organic Food Products in Coimbatore City. Asia Pacific Journal of Research. 2016;1(11).
 13. Barad BD, Mehta PL. A Study on consumer's preference towards packed and unpacked fluid milk with special reference to Veraval city. International Journal of Marketing & Financial Management. 2017;5(1):12-18.
 14. Roy A, Malhotra R. Urban brand awareness and preferences for milk products: An empirical Study on Kolkata Metropolitan. Asian Journal of Dairy and Food Research. 2018;37(2):95-99.
 15. Lakmali MGT, Samaraweera GC, Narayana NMNK, Laksiri WMR. Effect of Marketing Mix Antecedents on Consumer Brand Preference of Milk Powder. Tropical Agricultural Research. 2022;33(3).
 16. Chukwu NC, James EE, Emmanuel JI, Inyang IB. Packaging attributes and consumers' patronage of milk products. Sustainable Development. 2023;6(3): 160-178.

© Copyright (2024): Author(s). The licensee is the journal publisher. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Peer-review history:
The peer review history for this paper can be accessed here:
<https://prh.ikpress.org/review-history/12099>