

A Study on Consumer Preference and its Impact on Packaged Milk in Thoothukudi City

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Abstract

The production and consumption of packaged milk has been growing in India with time. Despite the availability of packaged milk products in market place, large number of People, including the urban population, still prefer to go for loose milk. This research is conducted to find out how packaged milk is positioned in consumer's mindset and what can be done to encourage its consumption. The research is conducted in Thoothukudi town with limited number of people. The primary data is collected from questionnaire method and secondary data is collected from websites and journals. This research is conducted to find out age and education influence how a consumer perceives packaged milk, and health impact, offerings and availability with the perception of packaged milk. The consumer having numerous brands in selecting the packaged milk, and the variety of packaged milk. The research has been carried out over to analyse the attitude, perception and behaviour of consumer consuming packaged milk.

Key Words: Brand awareness, Impact, Types of Brand.

Introduction

Consumer behaviour is the study of when, why, how and where people do or do not buy a product. It blends elements of psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups and society in general.

Consumer Behaviour

Consumers are growing more health-conscious and are more careful of their drinking habits. Brand loyalty is very high as all the products differ in taste. So they can buy products which are on their own, same as that of soft drink and fruit beverage. Availability in the Chilled form and brand awareness plays a crucial role in purchase decisions. Availability is another factor that should be takes care by the companies as consumers depend on availability of the products. Consumers often prefer packaged milk more than raw milk. They think it's better and perceive it to be safer and of better quality. They also look for security. Milk is an essential commodity which is inevitable in our day-to-day life .Hardly in any human being who does not taste milk

throughout his life. India being basically an agricultural country, milk and dairy products are by-products of several million agriculturalists. Gone are the days when milk could be purchased only from milk vendors. These days almost all items are sold in readymade forms in packets and milk is no more an exception. It can be purchased at any time from a grocery shop. It is also good from a health point of view as it is purified and the cholesterol content is removed from it. Several brands are available in the form of packet milk.

Statement of the Problem

Packaged milk is getting familiar as the aspect of convenience and quality has been guaranteed. The consumers are having numerous brands in selecting the packaged milk, and the variety of packaged milk. But when the aspect of brand influences the purchase there comes the threat of domestic brands. Hence research has been carried over to analyse the attitude, perception, behaviour and satisfaction level of consumers consuming packaged milk.

Objectives of the Study

- To study the brand preference of packaged milk by the respondents.
- To find out the awareness of the consumers about packaged milk.
- To analyse the consumers attitude regarding the price of packaged milk.
- To examine the impact and level of satisfaction of packaged milk among consumers.

Methodology

The study is based on a survey method by used both primary and secondary data. Primary data were collected from 50 respondents randomly, residing in and around Thoothukudi town. The secondary data were collected from various journals and websites. The collected data have been analysed by using appropriate statistical tools like tables, percentage charts and weighted average ranking method.

Limitations

The present study is an opinion survey. The analysis has been carried out based upon the information collected from the respondents. The result of the study applies more specially to the consumer’s in Thoothukudi town.

TABLE 1 Age wise Classification

Age of the Respondents	No. of Respondents	Percentage
Below 18	Nil	Nil
18-25	16	32%
26-40	17	34%
Above 40	17	34%
Total	50	100

Source: Primary Data

The above table 1 shows the age wise classification of the respondents. 32 % of the respondents are under the age group of 18 years to 25 years, 34% of the respondents are under the age group of 26 years to 40 years and 34% of the respondents belong to the age group of above 40 years. It is found from the survey that the majorities 34% of the respondents are in the age group of 26 years to 40 years and above 40 years.

Table 2 Level of Education

Level of Education	No. of Respondents	Percentage
SSLC	12	24%
Higher Secondary	9	18%
Graduate	27	54%
Illiterate	2	4%
Total	50	100%

Source: Primary Data

From the above table 2, it is clear that 24% of the respondents completed SSLC. Then 18% of the respondents completed Higher Secondary, 54% of the respondents completed Graduation and 4% of the respondents are Illiterate people. It is found that the majority (54%) of the respondents completed graduation.

Table 3 Brand Preference

Brand	No. of Respondents	Percentage
Aavin	13	26%
Arokiya	19	38%
Hatsun	4	6%
Cavins	1	1%
KC Milk	1	1%
Matha	6	2%
Others	6	2%
Total	50	100

Source: Primary Data

The above table 3 mentioned 26% of the respondents prefer Aavin, 38% of the respondents prefer the brand of Arokiya, 8% of the respondents prefer Hatsun, 2% of the respondents prefer the brand of Cavins, 2% of the respondents prefer KC milk, 3% of the

respondents prefer Matha, 3% of the respondents prefer other brands of the milk like SPS milk, etc., It is found that the majority 38% of the respondents prefer the brand Arokiya.

Table 4 Reason for preferring Specific Brand

Rank	I	II	III	IV	V
Vitamin	3	7	10	12	18
Taste	14	12	8	9	7
Pure & Fresh	9	8	14	12	7
Reasonable Price	15	12	9	9	5
Attractive Package	8	11	11	7	3

Source: Primary Data

Table 4.1 Rank for Preferring Specific Brand (Weighted Average Method of Ranking)

Factors	I	II	III	IV	V	Total	Ranks obtained
Vitamins	3 (15)	7 (28)	10 (30)	12 (48)	18 (18)	139	V
Taste	14 (70)	12 (48)	8 (24)	9 (18)	7 (7)	167	II
Pure& fresh	9 (45)	8 (32)	14 (42)	12 (24)	7 (7)	150	III
Reasonable price	15 (75)	12 (48)	9 (27)	9 (18)	5 (5)	173	I
Attractive Package	8 (40)	11 (44)	11(33)	7 (14)	13 (13)	144	IV

Source: Primary Data

From the above table 4.1 it is clear that reasonable price gets 1 strank in factors considering specific brand and it is followed by taste in 2 nd rank and followed by pure and fresh in 3 rd rank and followed by attractive package in 4 th rank and followed by vitamins in 5 th rank. It is found that the majority of the respondents prefer specific brands due to reasonable prices.

Table 5 Satisfaction Level

Satisfaction Level	No. of Respondents	Percentage
Highly Satisfied	3	6%
Satisfied	32	64%
Neutral	11	22%
Dissatisfied	2	4%
Highly Dissatisfied	2	4%
Total	50	100

Source: Primary Data

The above table 5 shows that 6% of the respondents are highly satisfied with packaged milk, 64% of the respondents are satisfied, 22% of the respondents are Neutrally satisfied and 2% of the respondents are dissatisfied and 2% of the respondents are highly dissatisfied with packaged milk. It is found that majority (64%) of the respondents are satisfied with packaged Milk.

Findings

The following are the summary of the findings of the study.

- The study found that the majority 34% of the respondents are in the age group of 26 years to 40 years and above 40 years.
- Nearly 54% of the respondents completed graduation.
- Commonly 38% of the respondents prefer to use the brand Arokiya.
- The study found that the majority 64% of the respondents are satisfied with packaged milk.
- Most of the respondents (64%) consuming packaged milk more than 1 litre per day.
- The majority of the respondents used specific brands due to reasonable prices.

Suggestions

Based on the findings made in the study the following suggestions were made

- As the people from all walks of life have been consuming milk and milk products, dairy industry can go for introduction of new, attractive and innovative products like baby milk, added nutrition for school going children, extra nutrition for sports person, diet milk for pregnant mothers, calorie conscious milk for patients and aged persons. This will result in increasing the number of new milk consumers and retain the existing consumers.
- The five underlying factors namely pure and fresh, vitamins, taste, reasonable price, attractive package and brand image makeup the measures of consumers' preference. It is suggested that these dimensions should be the integral components of the Unique Selling Proposition of the dairy industries.
- Most people are aware of packaged milk. Packaged milk should create awareness among consumers about the usage and benefits of packaged milk, milk varieties and other constituents.
- The milk companies should create brand awareness with the help of mass advertising media, because advertisements are a major source of information for the respondents who come to know of the products through advertisements.
- The price is an important factor that influences the purchase of the milk. Hence,

The milk should be reasonably priced.

- Regarding packaging it could be sold in varied sizes to suit buyer's requirements. The quality of the milk covers should be improved so as to prevent harmful effects and to prevent any damage or leakage of the milk.
- The finding of the study shows that most of the consumers purchase Aavin and Arokiya brand. The other brands do not have a good share in the study area. Hence, the other brands of milk should try to get more market with creation of brand awareness and making the product widely available at a reasonable price.

Conclusion

Milk is a common food in India. It is a very important source of nutrition. It contains many antibodies which help to keep us healthy and away from diseases. Milk is the best example for a food product, due to processing technology, packaging material and method. The dairy industry, which includes dairy products, faces both an opportunity for growth as well as a threat for its growth. There is no doubt that there is tremendous scope for the growth of the dairy industry in the new millennium. The research is conducted to analyze the buyer behaviour of households in packaged milk purchase and an in-depth analysis was carried out to identify the factors influencing exclusive purchase of branded milk. It is suggested that the dairies should analyse their marketing mix elements and improve the marketing efforts so as to maintain loyal customer base and towards achievement of their goals. This study helps to understand the consumption pattern and buying behaviour of the packaged milk consumers. This study is confined to selected consumers in Thoothukudi city and to packaged milk alone. It is further hoped that the dairies would understand the mind of the consumers and direct their marketing efforts to its success.

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