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CONSUMER BRAND PREFERENCE TOWARDS PASTEURIZED PACKAGED MILK IN GUDALUR TOWN

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ABSTRACT

Milk is an essential commodity which is inevitable in our day-to-day life. Hardly in any human beings who does not taste milk throughout his life? India beings basically agriculture country, milk and milk product are by-product of several million agriculturalists. Milk and milk products provide essential nutrition to all walks of life. It provides livelihood to millions of small and marginal farmers in the state of TamilNadu. TamilNadu is an agricultural oriented State and majority of the farmers owns cattle. All the products are named and identified by the reputed brands, yes brand is key signal to the consumer while they are selecting the products. The Term "Brand preference" means the preference of the consumer for one brand of a product in relation to various other brands of the same product available in the market. Consumers are mostly influenced by the marketing activities. Consumer behavior can be defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy consumer needs and wants. To elaborate further, consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. That includes what they buy? Why they buy it? When they buy it? Where they buy it? How often they buy it? How often they use it? How they evaluate it after the purchase? The impact of such evaluations on future purchases, and how they dispose of it? The process starts much before the products have been acquired or bought. The objectives of the paper are to identify the customer brand preference towards pasteurized packaged milk in Gudalur town the Nilgiris. In this work, 100 samples have been selected and administered the statistical tools such as Chi-square test the researchers found that Income and age, marital status, educational qualification, occupation, family member's quality, price. The mediating factors for the brand loyalty which lead to the price and quality for the brand preferences.



KEYWORDS : milk, consumer behavior, consumer preference, brand, pasteurized packaged milk. |

INTRODUCTION

Milk is whitish liquid containing proteins, fats, lactose and various vitamins and minerals that is produced by mammary glands of all mature female mammals after they have giving birth and serves as nourishment for their young. Cow milk generally contains between 3 and 4 g of fat/100 g, although values as high as 5.5 g/100 g have been reported in raw milk. Milk and dairy product contain many nutrients and provide a quick and easy way of supplying these nutrients to the diet within relatively few calories. Milk, cheese and yogurt all provide the following beneficial nutrients in varying quantities.

- (i) Calcium- for healthy bones and teeth
- (ii) Phosphorous- for energy release
- (iii) Magnesium- for muscle function
- (iv) Protein- for growth and repair
- (v) Vitamin B12- for production of healthy cells
- (vi) Vitamin A- for good eyesight and immune function
- (vii) Zinc- for immune function
- (viii) Ribo flavin – for healthy skin
- (ix) Folate- for production of healthy cells
- (x) Vitamin C- for formation of healthy connective tissues Iodine- for regulation of the body rate of metabolism (How quickly the body burns energy and the rates of growth).

BRANDING OF DAIRY PRODUCTS BRANDING

When a company brands a product, they determine its "personality." Creating a brand that is instantly recognizable and perceived positively is the ultimate goal. Branding integrates components such as color, style and visual imagery to distinguish a company's products from the competition. Developing logos, slogans and tag lines are all ways that marketers communicate a specific brand.

BRAND MANAGEMENT

Brand management is the application of marketing techniques to a specific product, product line, or brand.

BRAND EQUITY

It is a phrase used in the marketing industry to describe the value of having a well-known brand name, based on the idea that the owner of a well-known brand name can generate more money from products with that brand name than from products with a less well known name, as consumers believe that a product with a well-known name is better than products with less well known names. Another word for "brand equity" is "brand value". Brand equity is one of the factors which can increase the financial value of a brand to the brand owner, although not the only one. Brand equity is strategically crucial, but famously difficult to quantify. Many experts have developed tools to analyze this asset, but there is no universally accepted way to measure it. As one of the serial challenges that marketing professionals and academics find with the concept of brand equity, the disconnect between quantitative and qualitative equity values is difficult to reconcile. Quantitative brand equity includes numerical values such as profit margins and market share, but fails to capture qualitative elements such as prestige and associations of interest. Overall, most marketing practitioners take a more qualitative approach to brand equity because of this challenge.

OBJECTIVES OF THE STUDY

1. To assess the level of consumer brand preference towards pasteurized packaged milk
2. To know the average expenditure on milk and dairy product of the consumer.
3. To identify the factors influencing in purchase decision in study area.
4. To identify the brand awareness, problems and level of satisfaction of the respondents in purchasing of various brands of milk and milk products.

LIMITATION OF THE STUDY

1. Due to limitation of time only few people would be selected for the study
2. The sample size for the study is 100 only.
3. The study is limited up to Gudalur town only.

REVIEW OF LITERATURE

(i) Rubaina¹ (2010) conducted a research on the customer preference towards dairy products. The study made an attempt to identify the customer's preference towards dairy products and to know about the factors which influence the selection of different brands of dairy products. The study revealed that the company should make survey to know the expectations of the consumers and produce that product in the manner so as to attract more customers towards their brand and advertisement can be done through mass media to increase sales and to educate customers about the product.

(ii) Nagapani² in his study on the marketing aspects with special reference to Coimbatore district co-operative milk producer union limited made an attempt to identify the reasons for low procurement of milk and to know about the demand in that area. The study found that the reason for low procurement in the areas of shanmugapuram and sultanpet chilling centers was due to the competition in procurement from private dairies. The sale of milk in 500 ml sachet was found to be high among the available size of sachets.

(iii) Radder and Natalie heather smith³ conducted a study on milk marketing by selected dairy companies in port Elizabeth. The objectives of the study were to determine consumers' milk consumption patterns and factors which influence consumers' milk consumption and to review the major competitors in the Port Elizabeth. The study found that most of the respondents used milk for whitening of tea or coffee and they had the opinion that the milk was very healthy and it was an enjoyable tasting beverage and they felt that quality, availability and freshness were the most influencing factors. The study also found that the increasing competitiveness in the milk industry, including the no-name brand milk was forcing dairy companies to sell the milk at very low profit margins.

(iv) Abinesh⁴ made a Comparative study on consumer behavior towards loose milk and packed milk. The objective of the study was to analyses the factors influencing consumer behavior and the government intervention to change consumer's preference from loose milk to packed milk. The study found that the factors like quality, quantity, hygienic aspect and government intervention influence consumer behavior. Government agencies like, dairy development department, Kerala co-operative milk marketing federation and the dairy cooperatives societies have to play an important role, to help the milk farmers on one hand and consumer on the other hand. Further the efforts of Dairy development department and MILMA have to go a long way in the days to come to develop quality milk procurement and marketing in Kerala (v) Shanthi⁵ in her doctoral research attempted to study on buyer behavior of urban household in fluid milk market with reference to Coimbatore district and attempted to identify the fluid milk consumption and pattern of utilization by the households with respect to price, promotion and distribution of fluid milk. The study found that the higher attitudinal strength was based on the selection of the brand of milk on fat content and other nutritional facts, the lower attitudinal strength had resulted towards lack of assurance on continuous purchase of the same brand in the future. It was also found that the organized sector dairies concentrate in marketing pasteurized branded fluid milk.

FINDINGS

1. Majority 36% of the respondents belongs to the age group between 21-30.
2. 47% of the respondents were Graduates.
3. 49% of Respondents earning range is between 5,001 to 10, 000.
4. Majority 86% of the Respondents were satisfied with the Quality of pasteurized packaged milk.
5. 40% of the Respondents are normal in the satisfaction level on the price of the branded milk.

SUGGESTIONS

1. The consumer is the king in the market. So all the consumers are wanted more awareness about their branded milk; they are educated or uneducated. The milk producers have to improve promotional activities, it establishes their brand among consumers, it induces sale and build image of milk.

2. 86% respondents are satisfied with the quality of milk. Many respondent's opinion that the price of the products is high. They expect the reduction of price of product. The price of products where create a positive word-of-mouth communication that improves results of sale.

3. All branded milk make effort to satisfy all their consumers. It may provide with less cost, extra taste, easy availability, and perish ability of the products, festival offers and free gift coupons while the consumers purchase the products

ANALYSIS AND INTERPRETATION

The result of analysis and interpretation of empirical data based on the questionnaire of 100 respondents. The primary data is collected by the way of questionnaires from various age grouped and socio-Economic people of Gudalur Taluk of Nilgiris district, Tamil nadu. The questionnaire is prepared through the various levels, awareness about brand, products and level of satisfaction of respondents. The profile of respondents include age, gender, marital status, place of resident, educational qualification, occupation, family category, size of family, average age of family, monthly income. Percentage and Chi-square methods are using for analysis and interpretation of data.

CONCLUSION

This study is aims to focuses on consumer preference towards pasteurized packaged milk in Gudalur residents. Generally, the consumers change their attitude frequently on the basis of new trend and fashion. In selected 100 Respondents nearly 34% of the respondents preferring to purchase Aavin milk. Milk producers must meet consumers' demand for milk when there is demand in order to remain competitive. They well know their needs and wants, so gather information about products and also compare its price, quality, taste and other attributes. If the consumers are not satisfied they shift one brand to another brands. However, the data shows the consumers buy the Aavin milk for its quality and taste. It has to be point out that milk consumers prefer taste over than the price. Many respondents feel the price of Aavin products is too high than other brands. If the Aavin take necessary steps to satisfy their consumers, it creates invariant place in mind.

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