

Brand Preference of Packed Milk - A Study of Urban Consumers in Rohtak District

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Abstract: This is a descriptive study aiming at assuming the level of customer satisfaction and factors that influenced the brand loyalty for packaged milk in Rohtak. The sample size of 100 respondents was selected with the help of convenient sampling method. The primary data was properly collected with the help of the questionnaire and tabulated by using the simple percentage method. To conclude this study, the maximum numbers of respondents are loyal towards their brand and are not willing to change their brand.

Introduction

Today India is one of the largest milk producing country in the world. The development in dairy sector in India is one of the most successful development programs of India especially after the independence period. This sector deserves an appropriation because when the world milk production showed a negative growth of 2%, it showed increased growth rate of 4%. But the demand for the milk is still more than its supply because the total estimated demand of the total population of India is 80 million tones but the supply is estimated 72 billion tones. During the period of 1993-2005, an annual growth of 4% is recorded by the sector, which is almost equal to 3 times of average growth rate of the dairy sectors in the world while in the year of 2006-2007, the total milk production was over 94.6 million tones with a per capita availability of 229 gm per day in the country. With the present level of milk production, India has emerged as the largest milk producing country in the world and a production level of 135 million tons is expected till the year 2015, because Highest livestock population are available in India. Total 278 million livestock are found in India which include 180.5 million cattle, 82.8 million buffaloes, 4 million sheep and 9.2 million goats and this population of livestock is also expected to increase to 322 million till the year 2015.

But milk processing in India is only around 35% of total milk, the remaining 65% milk is either consumed by the farmers or milk producers or sold as non pasteurized milk through unorganized channel of distribution. Major share of processed liquid milk in the India is accounted by the dairy cooperatives. In India, milk is processed by 170 Milk Producers' Cooperative Unions, which federate into 15 State Cooperative Milk Marketing Federations. These Cooperatives developed several brands over the years, in every state of India like Amul (GCMF), Vijaya (AP), Verka (Punjab), Saras (Rajasthan), Nandini (Karnataka), Milma (Kerala) and Gokul (Kolhapur) etc. Uttar Pradesh, Punjab, Haryana, Rajasthan, Gujarat, Maharashtra, Andhra Pradesh, Karnataka and Tamil Nadu are known as better milk producing state. The manufacturing rate of milk and milk products is high in these States. Since 2001, exports of dairy products have been growing at the rate of 25 % per annum in the terms of quantity and 28% in terms of value. Some significant investment opportunities also exist for the manufacturing of value-added milk products like milk powder, packaged milk, butter, ghee, cheese and ready-to-drink milk products.

Dairy sector plays an important role in India in the socio-economic development of the country. It is an important segment of the agricultural economy. The sector provides milk and products of milk after ensuring the better quality and fulfills the requirement of milk in rural and urban area. The industry has been growing rapidly with the increasing demand for milk and milk products of country. A report is published on "Indian Dairy Industry Analysis". According to this report, India is the leading milk producer country. Milk production in India is 17% of total milk production of World. It is not only a largest producer but also a largest consumer of dairy products. The consumption of dairy products is increasing due to the rich nutritional qualities. With this rising use, the secondary market of the sector has also been flourishing. This report shows the trends regarding the entry of international companies, safe packaging attracting customers etc. after analyzing the past and current state of the industry. The report tries to presents a picture of the future of dairy industry. The Indian government is also taking required steps to fulfill the increasing demand of country. Several initiatives, plans and programs like National Dairy Plan and Intensive Dairy Development Programs are used by Indian government in this regard and this

report talks about such schemes, and government regulations to present an objective and balanced picture of the dairy industry.

Statement of the Problem

The very first step in the conduct of research calls for a careful definition of the problem. The present work has been undertaken with a view to study the brand loyalty of customers towards different brands of packed milk. Today almost every people consuming milk and milk products and brand loyalty of these people are differ from each others. Some peoples are totally brand loyal. They buy only one product from group of products. But some are not, they switch brand over the other brands. The present study has been taken to measure the brand loyalty in urban consumers towards packed milk.

Objectives of the Study:

The specific objectives of the study are:

- To study the awareness level of consumers towards different brands of packed milk.
- To evaluate the perception of consumers towards branded packed milk.
- To study the factors affecting the brand loyalty of consumers towards branded packed milk.

Methodology:

This study based on both primary and secondary data. The data which is collected in a fresh manner and which is not available is termed as primary data. For the purpose of collecting primary data with regard to the brand loyalty of milk among rural and urban consumers, the researcher has carefully designed an interview schedule. The prevailing data is termed as the secondary data. Secondary data were collected from books, journals, magazines, newspapers and published articles from leading journals.

Sample Design:

Since the objective of the study is to find out the brand loyalty of milk among urban consumers, the researcher has adopted convenient sampling technique for data collection. The researcher has taken a sample of 100 respondents from urban areas. For the present study the researcher select all brands of Rohtak city.

Analysis of the Study:

This part analyzes the brand loyalty of milk of Rohtak District in various aspects.

1.1 Age of the respondents:

The age is one of the important demographic characteristic of the respondents which influence their brand loyalty and their consumption pattern. Age wise distribution of respondents is shown in table.

Table No. 1.1 Age wise distribution of Respondents

Sr. no	Age of the Respondents(in years)	No. of Respondents	Percentage (%)
1	Below 20	14	14%
2	20-30	48	48%
3	30-40	25	25%
4	40-50	12	12%
5	Above 50	11	11%
6	Total	100	100.00

Source: Researcher's manual calculation

Table no. 1.1 shows that, among the 100 respondents, 14(14%) respondents are in the age group of below 20 years, 48(48%) respondents are in age group of 20-30 years, 25 respondents (25%) are in age group of 30-40 years, 12 respondents (12%) are in age group of 40-50 years and only 11 respondents (11%) are in age group of above 50 years. Hence, we can conclude on the basis of table that majority of respondents are belongs to 20-30 years age group.

1.2. Gender of the respondents:

Gender is an important demographic and social factor which influence the consumers behavior, their brand awareness and brand loyat. Usage of both men and women are different from each other .The distribution of respondents are given below:

Table No. 1.2: Gender wise distribution of Respondents

Sr. no.	Gender	No. of Respondents	Percentage (%)
1	Male	40	40%
2	Female	60	60%
3	Total	100	100.00

Source: Researcher's manual calculation

From the table no. 1.2, it can be inferred that among the 100 respondents, 40 respondents (40%) are male and 60 respondents (60%) are female. Hence, it can be concluded that majority of respondents are female.

1.3. Marital status of respondents:

Marital status of respondents is also an important factor which influences the brand loyalty. The distribution on the basis of marital status is shown in table.

Table No. 1.3: Marital status wise distribution of Respondents

Sr. no.	Marital status	No. of Respondents	Percentage (%)
1	Married	44	44%
2	Unmarried	56	56%
3	Total	100	100.00

Source: Researcher's manual calculation

Table shows that among the 100 respondents, 44 respondents (44%) are married whereas 56 respondents (56%) are unmarried. Hence, it can be concluded that majority of respondents are unmarried.

1.4 Education status of respondents:

Education level of respondents represents the awareness level of respondents about the marketing environment. The education wise distribution of respondents is shown in table.

Table No. 1.4: Education wise distribution of Respondents

Sr. no.	Education qualification	No. of Respondents	Percentage (%)
1	12 th	44	44%
2	Graduation	40	40%
3	Post graduation	11	11%
4	Diploma	5	5%
5	Other	0	0%
6	Total	100	100.00

Source: Researcher's manual calculation

Table no. 1.4 shows that among the 100 respondents, 44 respondents (44%) have education qualification of 12th standard, while 40 respondents (40%) are qualified with graduate degree, whereas 11 respondents (11%) are qualified with post graduate degree and 5 respondents (5%) are qualified with a diploma. Hence it can be concluded from that the majority of respondents are qualified up to 12th standard.

1.5 Favorite brands of respondents:

Although various brands of packed milk are available in the study area, the table shows the favorite brand of respondents.

Table No. 1.5 Favorite Brand of Respondents

Sr. no.	Favorite brand	No. of Respondents	Percentage (%)
1	Vita	11	11%
2	Amul	71	71%
3	Mother dairy	4	4%
4	Lakshya	4	4%
5	Reliance	1	1%
6	Dairy best	2	2%
7	Nestle	2	2%
8	Gopaljee	4	4%
9	Leeladhar	0	0%
10	Any other	1	1%
11	Total	100	100.00

Source: Researcher's manual calculation

Table no. 1.5 shows that among the 100 respondents, Vita is the favorite brand of 11 respondents(11%); Amul is the favorite brand of 71 respondents(71%); mother dairy is the favorite brand of 4 respondents(4%); Lakshya is the favorite brand of 4 respondents(4%); Reliance is the favorite brand of 1 respondents(1%); Dairy best is the favorite brand of 2 respondents(2%); Nestle is the favorite brand of 2 respondents(2%); Gopaljee is the favorite brand of 4 respondents(4%) but Leeladhar is not the favorite brand of any respondents and Any other is the favorite brand of 1 respondents. Hence, it can be concluded that majority of respondents' preferred Amul brand as their favorite brand.

1.6 Source of information about packed milk:

Source of information about packed milk shows the awareness level of respondents about the different media of marketing communication adopted by the producers of branded packed milk. The table shows the different source of information from which the respondents get information about branded packed milk.

Table No. 1.6: Source of information about packed milk

Sr. no	Source of information	No. of Respondents	Percentage (%)
1	Family member	33	33%
2	TV ads	46	46%
3	Newspaper	6	5%
4	Peers	5	6%
5	Other	10	10%
6	Total	100	100.00

Source: Researcher's manual calculation

Table no. 1.6, shows that among the 100 respondents, 33 respondents (33%) have heard about branded packed milk from their family member, 46 respondents (46%) heard about branded packed milk from TV ads, 5 respondents (5%) heard about branded packed milk from their peers, 6 respondents (6%) heard about branded packed milk from newspaper and 10 respondents (10%) heard about branded packed milk from any other source. Hence, it can be concluded that majority of respondents heard about branded packed milk from TV ads.

1.7 Reason for using branded packed milk over non-branded packed milk:

The consumers prefer a particular brand of packed milk for many reasons such as quality, price, availability and hygiene related factors. The marketer must have analysis the reason for preferring a particular brand which helps the marketer in taking various strategic decisions. The table shows the reasons of using a particular brand.

Table No. 1.7 Reason for choosing the branded packed milk over non-branded milk

Sr. no.	Reason	No. of Respondents	Percentage (%)
1	Price	4	4%
2	Quality	62	62%
3	Hygiene related factors	11	11%
4	Easy availability	20	20%
5	Other factors	1	1%
6	Total	100	100.00

Source: Researcher's manual calculation

Table shows that among the 100 respondents, 4 respondents (4%) choose the branded milk over non-branded milk due to price, 62 respondents (62%) choose branded milk over non-branded milk due to the quality of milk products, 11 respondents (11%) choose branded milk over no-branded milk due to the hygiene related factors of branded milk, 20 respondents (20%) choose branded milk over no-branded milk due to the easy availability and only 1 respondents (1%) choose branded milk over non branded milk due to the other factors. Hence it can be concluded that majority of respondents choose branded milk over non-branded milk due to the quality.

1.8 Factors influencing the brand loyalty of respondents (with weighted average score): The purchase decision of consumers is influenced by various factors like quality, availability, advertising, taste, hygiene factors, advertising and reliability. These factors are shown below:

Table No. 1.8: Factors affecting brand loyalty of branded packed milk

Sr. no.	Factors affecting loyalty	Total score	Weighted average score
1	Full and Accurate information	363	3.63
2	Satisfactory Quality	400	4.00
3	Fulfill Health related standards	230	2.30
4	Fresh and hygiene	337	3.37
5	Good admissible life	310	3.10
6	Good taste of milk	383	3.83
7	Reliability	385	3.85
8	Easy available	421	4.21
9	Overall Satisfied	374	3.74
10	Liked by family members	327	3.27
11	Reasonable price	363	3.63
12	Good Indore delivery	343	3.43

Source: Researcher's manual calculation

The table shows the weighted average score of the various factors influencing brand loyalty of respondents. It is clear from the table that the highest weighted average score which has been attained by easy availability of the milk with the total score 421. The second highest WAS (4.00) has been attained by the quality of the packed milk brand which obtained total score 400. The third highest WAS (3.85) has been attained by reliability of the packed milk brand with total score of 385. Fourth highest WAS (3.83) has been attained by taste of packed milk brand with total score 383; fifth WAS (3.74) has been attained by satisfaction level of packed milk with total score 374, sixth highest WAS (3.63) has been attained by the reasonable price of packed milk products with total score 363, seventh highest WAS (3.60) has been attained by the accurate information available about packed milk with total score 360, eighth highest WAS (3.43) has been attained by Indore delivery of packed milk with the total score 343. Ninth highest WAS (3.37) has been attained by fresh and hygiene factor with 337 total score, tenth highest WAS (3.27) has been attained by liked by family members with a total of 327, eleventh highest WAS (3.10) has been attained by admissible life of packed milk with 310 total score and last highest WAS (2.30) has been attained by health related standard factor with a total 230. Hence, it can be concluded from the table that highest weighted average score has been attained by the easy availability and quality of milk and last highest weighted average score has been attained by the fulfill health related standard of milk. Hence, it can be concluded that brand loyalty of respondents is highly affected by easy availability and quality and least affected by health related factor.

Findings of the Study

- 1) It is found that in age wise distribution of respondents, Majority of respondents (48%) belong to the age group of 20-30 years.
- 2) Majority of respondents (60%) are female in gender wise distribution of respondents.
- 3) Majority of respondents (56%) are unmarried in marital status distribution.
- 4) Majority of respondents (44%) are qualified up to 12th standard in education wise distribution.
- 5) Although different brands of packed milk are available in the market but it is found that majority of respondents (71%) preferred Amul brand as their favorite brand.
- 6) Majority of respondents (46%) heard about branded packed milk from TV ads.
- 7) Majority of respondents (62%) choose branded milk over non-branded milk due to the quality of the products.
- 8) Among the various factors, respondents give first rank to easily availability and second to the quality of the packed milk and last rank to the health related standard. So brand loyalty of respondents is most influenced by easy availability and quality and least influenced by health related factor.

Suggestions:

This study deals with the brand loyalty of packed milk among consumers of Rohtak city. After grasped up various factors and aspects, some relevant suggestions to solve the problem are provided here:

- Some respondents opined that the price of branded milk products is not reasonable, it suggested to the companies which produces the branded milk, that they should maintain reasonable price for their brand, it will certainly induce the new customers who belongs to middle and lowers classes.
- Majority of respondents opined that although the different brands are easily available but Indore delivery of branded milk is not satisfactory. Researcher suggests that manufacturer should adopt new and effective measures to distribute their brand to every area of the city.
- Majority of respondents also opined that durability or admissible life of branded milk is not so much satisfactory, in such case manufacturer should adopt effective measure to improve the life of the branded milk.
- Majority of respondents also opined that branded milk products don't match their health related standards. The researcher suggests to the producers that the ingredients of branded milk products should be healthy for the consumers.
- Majority of respondents also opined that the branded packed milk is not fresh and hygienic. The researcher suggests that freshness and hygiene factors of branded milk products should be improved and modified according to the needs of the consumers.

Conclusion

The purpose of the study is to assess the brand loyalty of customers towards packed milk and to study the factors affecting their brand loyalty. On the basis of analysis and interpretation, we can conclude that majority of respondents purchase branded milk because of easy availability, taste, quality and reliability of the products, these are the factors which influence their brand loyalty but they are not satisfied with the admissible life, hygiene factors and health related standard of the branded packed milk. Competitions is also available in market for every brand, so branded milk like Amul, Mother dairy, Vita etc. should maintain its quality, taste, easily availability, freshness, convenience etc. Various milk brand need to correct its pricing strategy by compared with other milk brand. Now every brand facing tremendous competition from other brand of milk, in order to sustain in the market by giving better service, a company should always try to find out the satisfaction level of customers and should take all necessary steps and measures to retain the customers. In order to maintain the brand loyalty a company needs to strengthen their unique strategies. Consumer's orientated thinking helps the marketer to define consumer need from the customer's point view. At present the market of Amul brand is good and if efforts has been taken to maintain the same level, it assumed that, definitely it have a good and assured market.

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