A Study on Consumer Behavior Towards Various Brands of Milk and Milk Products in the State of Punjab

Gurpreet Singh Sidhu*

* *School of Management Studies, Punjabi University Patiala, Punjab, India*

INTRODUCTION

India is number one milk producing country since 1998. During1950-1951 to 2014-2015, milk production has been increasing at a very fast rate. In 2013-2014, milk production was only 137.7 million tons and was recorded 146.3 million tons in 2014-2015. Dairy farming is playing very important role to provide large number of jobs to the rural people those who don't have sufficient funds to start new or any other business which requires huge amount of funds.

Also, Govt. Of India is making many efforts to uplift the dairy sector through large number of schemes like "National Program for Bovine Breeding and Dairy Development" & "Dairy Entrepreneurship Development Schemes" etc.

Indian economy mainly depends on agriculture and its allied activities like farming, fishering, poultry & dairy farming. In earlier years, each household had their own milk producing cattle, but now a days maximum families are dependent on various branded milk companies instead of keeping cattle. These cooperatives developed several brands over the years, in every state of India like Amul (GCMMF), Vijaya (AP), Verka (Punjab), Saras (Rajasthan), Nandini (Karnataka), Milma (Kerala) and Gokul (Kolhapur) etc.

At present, National Dairy Develpoment Board has established large number of co-operative societies. Maharastra ranked 1st with16,724 co-operative societies

& Punjab comes at number six with 6,823 number of co-operative societies. Dairy sector plays an important role in socio-economic development of country. Dairy sector generates ample amount of revenue which is 8% of total GDP & 25% of agricultural GDP.

Actually, Operation Flood played a vital role in increasing production of milk. Operation Flood was launched in 1970. It was the biggest dairy development programme. It transformed India from milk deficient nation into the largest milk producer country. In 30 years it doubled the milk available per person. Program flood was implemented in three phases, 1st Phase was from 1970-1980 and 2nd phase was from 1981-1985 and the 3rd phase was from 1985-1996. Operation Flood is called white revolution of india. After the operation flood, formers are more interested in milk producing activities than farming, therefore, the GDP of animal husbandry is growing & the agriculture is on decline.

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.
- To give suitable suggestion to understand the consumer behaviour for the betterment of their business.

METHODOLOGY

This study is 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 rural and 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 selected all brands of Punjab state.

This part analyzes the brand loyalty of milk of Punjab state in various aspects.

Age of the Respondents

The age is one of the important demographic characteristic of the respondents which influences their brand loyalty and their consumption pattern. Age-wise distribution of respondents is shown in Table 1.

Table 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

Table 1 shows that, among the 100 respondents, 14 (14%) respondents are in the age group of below 20 years, 48 respondents (48%) 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 belong to 20-30 years age group.

Gender of the Respondents

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

Table 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

From the Table 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.

Marital Status of Respondents

Marital status of respondents is also an important factor which influences the brand loyalty.

Table 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

Table 3 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.

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 4.

Table 4

Education wise Distribution of Respondents

Sr. No.	Education Qualification	No. of Respondents	Percentage (%)
1.	12th	44	44%
2.	Graduation	40	48%
3.	Post Graduation	11	11%
4.	Diploma	05	05%
5.	Others	00	00%
6.	Total	100	100.00

Table 4 shows that among the 100 respondents, 44 respondents (44%) have educational 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 that the majority of respondents are qualified up to 12th standard.

Favourite Brands of Respondents

Although various brands of packed milk are available in the study area, the Table 5 shows the favourite brand of respondents.

Table 5

Favourite Brand of Respondents

Sr. No.	Favourite Brand	No. of Respondents	Percentage (%)
1.	Amul	19	19%
2.	Verka	43	43%
3.	Mother Dairy	09	09%
4.	Nestle	07	07%
5.	HF-Super	03	03%
6.	Dairy Fresh	03	03%
7.	Soya Milk	06	06%
8.	Reliance	05	05%
9.	La'Pure	04	04%
10.	Others	01	01%
11.	Total	100	100.00

Table 5 shows that among the 100 respondents, Amul is the favourite brand of 19 respondents (19%); Verka is the favourite brand of 43 respondents (43%); Mother dairy is the favourite brand of 9 respondents (9%); Nestle is the favourite brand of 7 respondents (7%);HF-Super is the favourite brand of 3 respondents(3%); Dairy fresh is the favourite brand of 3 respondents (3%); Soya milk is the favourite brand of 6 respondents (6%); Reliance is the favourite brand of 5 respondents (5%) but La'Pure is the favourite brand of 4 respondents (4%) and Any other is the favourite brand of 1 respondents (1%). Hence, it can be concluded that majority of respondents preferred Verka brand as their favourite brand.

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 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	06	06%
4.	Peers	05	05%
5.	Others	10	10%
6.	Total	100	100.00

Table 6 shows that among the 100 respondents, 33 respondents (33%) have heard about branded packed milk from their family members, 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.

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 analyse 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 7

Reason for Choosing the Branded Packed Milk over Non-Branded Milk

Sr. No.	Reason	No. of Respondents	Percentage (%)
1.	Price	04	04%
2.	Quality	62	62%
3.	Hygiene-Related Factors	13	13%
4.	Easy Availability	20	20%
5.	Other Factors	01	01%
6.	Total	100	100.00

Table 7 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, 13 respondents (13%) choose branded milk over no-branded milk due to the hygiene-related factors of branded milk, 20 respondents (20%) choose branded milk over non-branded milk due to the easy availability and only 1 respondent (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.

FINDINGS AND CONCLUSION

1. It is found that in age-wise distribution of respondents, Majority of respondents belong to the age group of 20-30 years.
2. Majority of respondents are female in gender-wise distribution of respondents.
3. Majority of respondents are unmarried in marital status distribution.
4. Majority of respondents 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 preferred Verka brand as their favourite brand.

6. Majority of respondents heard about branded packed milk from TV ads.
7. Majority of respondents choose branded milk over non-branded milk due to the quality of the products.

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. Competition is also available in market for every brand, so branded milk like Verka, Amul, Mother dairy, etc. should maintain its quality, taste, easily availability, freshness, convenience etc. Various milk brands need to correct their pricing strategy by compared with other milk brands. Now every brand is 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 its unique strategies. Consumer's orientated thinking helps the marketer to define consumer need from the customer's point of view. At present, the market of Verka brand is good and if effort has been taken to maintain the same level, it is assumed that, definitely it will have a good and assured market.

SUGGESTIONS

This study deals with the brand loyalty of packed milk among consumers of Punjab State. After grasping 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 is suggested to the companies which produce the branded milk, that they should maintain reasonable price for their brand, it will certainly induce the new customers who belong to middle and lowers classes.

- Majority of respondents opined that although the different brands are easily available but indoor 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.

References

Aaker, D. A.; and Day, G. S. (1991), "Marketing Research", 4th Ed. New York : Wiley Cop.

Acharaya, B. K. (1985), "Marketing and Sale Management", Himalaya Publication House, Mumbai.

Akbay, C.; and Tiryaki, G. (Yildiz) (2008), "Unpacked and Packed Fluid Milk Consumption Patterns", *Agricultural Economics,* 38, 920.

Aluregowda (2013), "A Study on Brand Image Towards Nadini Products at Manmul in Mandya", *International Journal of Engineering and Management Research,* 3, Issue 6, 1-8, Online available at : www.ijemr.net.

Alwis, A.; Edirisinghe, J.; and Athauda, A. (2009), "Analysis of Factors Affecting Fresh Milk Consumption Among the Mid-country Consumers", *Tropical Agricultural Research and Extension,* 2009, 12(2), 103-109.

Anand, V. V.; Panchanatham, N.; and Rajasekaran, B. (2013), "Consumer's Brand Preference and Brand Loyalty - An Empirical Study with Special Reference to Packed Milk", *International Research Journal of Business and Management,* IV.

Andrews, N.; Roberts, I.; and Heaster, S. (1994), "The Uruguay Round Outcomes : Implication for Agricultural Resource Commodities", Proceeding of National agricultural and Resource Conferences held in Canberra in Feb. 1-3, also published in World Commodity Market Trade, *ABARE,* 1, 171-179.

Arya, S.; and Ram, K. (1988), "Factors Affection Consumption Pattern of Milk and Milk Products in Rural and Urban Areas", *Indian Journal of Dairy Science,* 41(1), 46-52.

Ates, H.; and Ceylan, M. (2010), "Effect of Socio-Economic Factors on the Consumption of Milk, Youghurt and Cheese", *British Food Journal,* 112 (3), 243-250.

Bingham, D.; Dharmasena, S.; and Capps, O. S. (2014), "Demographic and Economic Factors Affecting Demand for Brand Level Milk in Texas", 2014.

Bloemer, J. M. M.; and Kasper, H. D. P. (2009), "The Complex Relationnship Between Customer Satisfaction and Brand Loyalty", *Journal of Economics Psychology,* 16, 311-329.

Bonaventure, B.; and Umberger, W. (2012), "Factors Influencing Malaysian Consumer's Consumption of Dairy Products (online)".

Borah, D. K.; and Saikia, P. K. (1996), "Consumer's Preference to Milk and Milk Products in Greater Guwhati", *Dairy Science,* 61(10), 12.

Chand, S.; Saraiya, A.; and Sridhar, V. (2010), "Public Private Partnership in Indian Dairy Industry-Initiating White Revolution II-A Report", *Confederation of Indian Industries,* p. 16.

Chimboza, D.; and Mutandwa, E. (2007), "Measuring the Determinants of Brand Preference in a Dairy Product Market", *African Journal of Business Management,* 1(9), 230-237.

David, L. L.; and Albert, J. (2004), "Consumer Behavior Concepts and Applications", Mc. Graw-Hill Book Company, Singapur.

Desai, S. (2009), "The Progress Flows", Kolhapur Plus, *Times of India,* p. 4.

Dharmasena, S.; and Capprs, O. (2014), "Unraveling Demand for Dairy Alternative Beverages in United States : The Case of Soymilk", *Agricultural and Resource Economics Review,* 43(1), 140-157.

Drews, M. (1984), "The Market for Pasteurized Milk and Factors Affecting Consumption Trends, German Federal Republic", *World Agricultural Economics and Rural Sociology,* 26(7), 513.

Duffy, D. L. (1998), "Customer Loyalty Strategies", *Journal of Consumer Marketing,* 15(5), 435-448.