

A Study on Brand Image towards Milk Products in Kancheepuram

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ABSTRACT

Milk is always manufactured and consumed in bulk in India. But with the rise in disposal incomes, the demand for milk and related items are on continuous rise. Milk is said to be among the most important parts of the diets of an Indian after wheat and rice. 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. This is a descriptive study aiming at assuming the level of customer satisfaction and factors that influenced the brand loyalty for packaged milk in Kancheepuram. The researcher has selected 100 respondents as sample size 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.

1. INTRODUCTION

India happens to be the highest producer of milk in the world. According to “Indian Dairy Industry Analysis” –report India is the leading milk producer country. India contributes almost 65 percentage of milk is either consumed by the farmers or milk producers or sold as non-pasteurized milk through unorganized channel of distribution. Milk production in India ranges from rural areas to the highly urban ones. In the rural areas every farmer having one or two cows or buffaloes, yields around 3 liters of milk per animal. India is highly acclaimed for its high contribution of buffaloes milk, because of factors like high fat content and host of other nutrients.

Major share of processed liquid milk in India is accounted by the dairy co-operatives. In India, milk is proceeded by 170 Milk Producers’ Co-operative Unions, which federate into 15 State Co-operatives Milk Marketing Federations. These Co-operatives developed several brands over the years, in every state of India like Amul (Gujarat), Nandini (Karnataka), Tirumala (Andra Pradesh), Aavin (Kancheepuram) etc...are known as better milk producing state. The manufacturing rate of milk and milk products is higher in these states. Since 2001, exports of dairy products have been growing at the rate of 25 percentages per annum in terms of quantity and 28 percentages 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.

Brand is the “name, term, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers”. Brand is the most valuable fixed asset of a corporation. Brand preference is closely related to brand choice which can assist consumer decision making and activate the brand purchase actions. There are many factors influencing the consumers to buy a particular product.

Customer brand loyalty describes that buyer’s dedication to repurchase or otherwise continue using the item and can be confirmed by recurring buying of products or services, or other positive actions such as testimonials. Brand loyalty is may be mediating and dominating factor for the brand preferences. Unless brand loyalty no marketer can do the business in the present business era.

2. STATEMENT OF THE PROBLEM

The researcher has been undertaken with a view to study the brand loyalty of consumer towards different brands of packed milk. Most of the people consuming milk, milk products and brand loyalty differ from one another. Some people will not ready to change their brands. They buy only one product from group products. But some will not stick into one brand. They switch brand over the other brands. The present study has been taken to measure the brand loyalty in urban consumers towards packed milk.

3. OBJECTIVES OF THE STUDY

- To study the consumers awareness 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.

4. METHODOLOGY

This study based on both primary and secondary 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. Secondary data were collected from books, journals, magazines, newspapers and published articles from leading journals.

5. SAMPLE DESIGN

The researcher has analyzed the brand loyalty of milk in Kanchipuram through various aspects.

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 is shown in table.

AGE WISE DISTRIBUTION OF RESPONDENTS

SLNO	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

Table no.1shows 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 the age group of 30-40 years, 12 respondents (12%) are in age group of 40-50 years and only 11 respondents (11%) are in the 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.

GENDER OF THE RESPONDENTS

Gender is an important demographic and social factor which influences the consumer’s behavior, their brand awareness and brand loyalty. Usage of men and women are different from each other. The distributions of respondents are given below:

GENDER WISE DISTRIBUTION OF RESPONDENTS

SL.NO	GENDER	NO. OFRESPONDENTS	PERCENTAGE (%)
1	Male	40	40%
2	Female	60	60%
3	Total	100	100%

Source: Researcher’s manual calculation

TABLE NO 2

From the table no. 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.

The distribution on the basis of marital status is shown in table:

MARITAL STATUS WISE DISTRIBUTION OF RESPONDENTS

SI. NO	MARITAL STATUS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Married	44	44%
2	Unmarried	56	60%
3	Total	100	100%

Source: Researcher's manual calculation

TABLE NO 3

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 respondents represent the awareness level of respondents about the marketing environment. The education wise respondents are shown in table.

EDUCATION WISE DISTRIBUTION OF RESPONDENTS

SERIAL NUMBER	EDUCATIONAL 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%

Source: Researcher's manual calculation

TABLE NO 4

From the table no. 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 from that majority of respondents are qualified up to 12th standard.

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 below table shows the different source of information from which the respondents get information about branded packed milk.

SOURCE OF INFORMATION ABOUT PACKED MILK

SERIAL NUMBER	SOURCE OF INFORMATION	NO.OF RESPONDENTS	PERCENTAGE (%)
1	Family member	33	33%
2	TV ads	46	46%
3	Newspaper	6	6%
4	Peers	5	5%
5	Other	10	10%
6	Total	100	100%

Source: Researcher’s manual calculation

TABLE NO 5

Table no. 5, 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, 6 respondents (6%) heard about branded packed milk from newspaper, 5 respondents (5%) heard about branded packed milk from their peers, and 10 respondents (10%) heard about branded milk from any other source. Hence, it can be concluded that majority of respondents heard about Branded 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 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.

REASON FOR CHOOSING THE BRANDED PACKED MILK OVER NON-BRANDED MILK

SERIAL NUMBER	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%

Source: Researcher’s manual calculation

TABLE NO 6

Above 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 non-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 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.

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 and reliability. These factors are shown below:

FACTORS AFFECTING BRAND LOYALTY OF BRANDED PACKED MILK

SERIAL NUMBER	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

TABLE NO 7

The table shows the weighted average score of the various 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 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.

6. FINDINGS OF THE STUDY

It is found that in age wise distribution of respondents, majority of respondents (48%) belong to the age group of 20-30 years. Majority of respondents (60%) are female in gender wise distribution of respondents. Majority of respondents (56%) are unmarried in marital status distribution. Majority of respondents (44%) are qualified up to 12th standard in education wise distribution. Although different brands of packed milk are available in the market but it is found that majority of respondents (71%) preferred Arogya brand as their favorite brand. Majority of respondents (46%) heard about branded packed milk from TV ads. Majority of respondents (62%) choose branded milk over non-branded milk due to the quality of the products. 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 milk in Kanchipuram. 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 products 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 hygiene. The researcher suggests that freshness and hygiene factors of branded milk products should be improved and modified according to the needs of the consumers.

7. 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 Aavin, Arogya, Cavins 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 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 oriented thinking helps the marketer to define consumer need from the customer's point of view. At present the market of Arogya 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.

8. REFERENCES

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