THE STUDY OF CONSUMER BEHAVIOUR BRAND PREFERENCE TOWARDS PACKAGED MILK WITH REFERENCE TO CHAROLI SUBURB OF PUNE CITY

Dr. SHIKHA SINGH

Introduction

India ranks first in the world in terms of milk production. At present, the dairy sector has an estimated consumer demand for milk and milk products at EUR 26 billion, at about 8 percent growth per annum. Milk is an essential commodity, which is inevitable in our day-to-day life. Hardly is any human being who does not taste milk throughout his life. India being basically agricultural country milk and dairy products are by-products of several million agriculturalists. Gone are the days when milk can be purchased only from milk vendors. In these days when almost all items are sold in readymade forms in packets and milk is no more exception. It can be purchased at any time from a grocery shop. It is also good from 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.

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. Customer may be buyer or user. Buyer is the person who makes actual or uses the product or service. The choice of consumers is revealed by brand preference. This brand preference is the comparatively investing and a new field of study. This study "The Study of Consumer Behaviour & Brand Preference for Packaged Milk with Special Reference to Charoli suburb of Pune city" gives a picture on users of packaged milk.

Keywords: Dairy Industry, Consumer Behaviour, Brand Preference, Brand Awareness.

Present Scenario of Indian Dairy Industry:

India is top milk producing nation in the world contributing about 20% to the global milk pool. With expanding population, growing urbanization and increasing purchase power, the demand for the milk is expected to go up.

Impressive work has been done under the guidance of the National Dairy Development Board under "Operation Flood" programmes for organizing dairy production, processing and marketing of milk and milk products by the cooperative dairy sector following the well-known "Amul" model- a three tiered cooperative structure of village level dairy cooperative societies, a district level cooperative milk union and a state level cooperative milk marketing federation where the profits are shared by the farmer members.

India's marketing year (MY) 2022 (January-December) fluid milk production is forecast higher at 203.5 million metric tons (MMT) based on a relatively normal June-September monsoon season. Anticipating

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strong prices and modest export demand, butter exports will rise to 15,000 metric tons (MT), 36 percent higher than the revised estimated export figure of 11,000 metric tons (MT) for MY 2021. With the same assumptions, skimmed milk powder (SMP) exports are forecast to increase to 20,000 MT, 11 percent higher than the revised estimated figure for MY 2021. Butter and SMP estimated export figures have been revised to match with trade data. Since milk production is growing in tandem with domestic consumption, any uptick in future demand for milk-based products may lead to a general expansion in dairy imports.

The Total projected demand for the milk by the year 2030 will be about more than 200 million tones. One of the biggest strengths of Indian Dairy Sector is mega biodiversity and large livestock population. The decade-wise rate of growth in milk production in India (3.6%) is substantially higher than the world average of 1.5%. (Source – "Vision 2030" – NDRI - National Dairy Research Institute, Karnal)

India has a unique pattern of production, processing and marketing/consumption of milk, which is not comparable with any large milk producing country. About 35% of Milk produced in India is processed. According to data from Food and Agriculture Organization Corporate Statistical Database (FAOSTAT), milk production was 209.96 million tons (MT) during 2020-21 against 198.44 MT in 2019-20. India accounted for 21 percent of the global output. The livestock sector has been growing at a compound annual growth rate (CAGR) of 7.93 percent from 2014-15 to 2020-21. The percentage share of the livestock sector has increased from 24.38 % in 2014-15 to 30.87 % in 2020-21 in the Gross Value Added (GVA) of the agriculture and allied sector. According to the Periodic Labour Force Survey (PLFS) conducted from July 2019 to June 2020, the percentage of people engaged in animal production and mixed farming is 2.85 and 1.58, respectively. The average value of livestock product exports was ₹449 billion, comprising 2.1 percent of the total export earnings, during 2020-21.

India's dairy industry is wide-ranging, with products such as ghee butter, lassi, and paneer. Curd and yogurt are the most valuable segments in the industry. Milk production in India increased over the past decade, reaching over 198 million metric tons in 2020. Most of India's milk is produced in Uttar Pradesh or Rajasthan.

Objectives of Research

The objective of the study was to find the brand preference for packaged milk among consumers in Charoli suburb of Pune City. In the study the researcher aims at analyzing the following aspects:
1. To find out the awareness of various brands of the packaged milk in Charoli suburb of Pune City.
2. To find out the brand preference for packaged milk consumers.
3. To analyze the various determinants of consumer behaviour with reference to packaged milk.
4. To study the satisfaction level of consumers using packaged milk.

Review of Literature

The Indian Consumer while purchasing dairy products look for freshness, quality, taste and texture, variety and convenience. The Packaged milk segment is dominated by the Dairy Co- operatives. In the market difference brands are available which are mainly Amul, Gokul, Chitale ,etc. The majority if the consumer believes that it is the quality that influences the choice of the brand. Accordingly, to the National Sample Survey Organization (NSSO), consumer's expenditure survey, all income groups in urban & rural areas reported higher expenditure on milk products.

According to Prasad (2006), 91.33% of the consumers knew the availability of more than one variety of milk available in the market. He also established that a large majority of respondents 62.33% said that it is the quality that influences the choice of the brand, whereas a meager 5.67% expressed the view that it is the factor of easy availability that is responsible for the preference of a brand. He found that a majority (about 82.67%) of the respondents were satisfied with the present brand they

were using and only 17.33% though otherwise. He further suggested that prompt and regulate supply, providing value by way of service rendered by agents and avoidance of adulteration are factors that will count in the success or failure of the milk producers.

According to Parekh (2006), the total milk produced in the country, nearly 46 per cent is consumed as liquid milk (Table 1) and the balance converted into various dairy products, such as ghee, butter, milk powder, ice cream, cheese, condensed milk and for making various kinds of sweetmeats having distinct regional preferences.

According to Abreu (2000), it has made out that thirty years after Operation Flood, which saw the country awash in milk, another revolution is in the making: the marketing and distribution of packaged milk, both plain and in flavored form, aimed at the burgeoning Indian middle class. There is a strong rationale behind this surge. Juxtapose this with the demand side development: A rising number of working couples, nuclear families, need for longer shelf life and changing lifestyles; plus, the increased consciousness of global trends.

Perceived Self efficacy (Bimbo F et al, 2017), general interest in health and food neophobia

has been some of the reasons contributing to shaping the acceptance towards dairy products. According to authors, female consumers and health-conscious consumers with high diet/health knowledge were showing higher acceptance levels especially for functional dairy products like those enriched with calcium, fibre and so on. While this is the kind of research that is common, very few researches have also come up with a nested logit model (Sari, Iran 2018) to find the underlying reason to accepting the dairy products.

Research Methodology:

The details of the methodology used for this research is as follows

Research Design: Descriptive Research

Sample and Data Collection:

A personal survey is conducted of the consumers using packaged milk. The probability sampling is used for data collection from the respondents. To start a research, questionnaire is pre tested for the elimination of weaknesses and for this purpose a small group of respondents is pre tested. The questionnaire was revised and administered to respondents to get a valid response. The sample size is selected with 5% standard errors. The questionnaire is administered on the consumers to know their brand preference and satisfaction level of packaged milk.

Sampling Universe: Charoli in Pune City.

Methods of Data Collection

1. Primary Data: The main source of the data is through the questionnaire method and some personal interviews with the respondents.

2. Secondary Data: The Secondary Data for the research under study is collected from the referred journals, magazines of national and international repute, documentary etc.

Findings & Interpretation:

In the present study, data were collected from 150 Respondents. In the next phase the information collected from the Respondents were analyzed regarding the various factors influencing brand preference like Age, Sex, Occupation, Monthly Income and their preference.

Demographic Profile of Respondents:

Sr. No	Age	No. of Respondents	Percentage
1	Below 20	20	**13**
2	21 – 30	36	24
3	31 – 40	40	27
4	41 – 50	19	13
5	Above50	35	23
	Total	**150**	**100**

Sr. No	Sex	No. of Respondents	Percentage
1	Male	37	25
2	Female	113	75
	Total	**150**	**100**

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Sr. No	Income	No. of Respondents	Percentage
1	Less than Rs.5,000	40	27
2	Rs.5,001 – Rs.10,000	45	30
3	More than Rs.10,000	65	43
	Total	150	100

Brand Preference of Respondents:

Sr. No.	Brand Name	No of Respondents	Percentage
1	Chitale	67	45
2	Amul	37	24
3	Warana	14	9
4	Mother Dairy	12	8
5	Gokul	7	5
6	Nandini	5	3
7	Govardhan	4	3
8	Warana	4	3
		150	100

According to the study, out of the availability of brands like, chitale milk is highly preferred followed by Amul.

Determinants of Consumer Brand Preferences towards Packaged Milk:

Sr. No	Determinants	No of Respondents	Percentage
1	Price	16	11
2	Quality	57	38
3	Fat Contents	31	20
4	Availability	27	18
5	Taste	12	8
6	Advertisement	7	5
		150	100

According to the above finding, it has been found that the consumers consider the quality as the most important determinant of buying packaged milk followed by fat contents and availability.

Degree of Satisfaction Level towards Highly Preferred Brands:

Chitale

Sr. No	Degree of Satisfaction	Determinants for Satisfaction					
		Price	Quality	Fat Contents	Availability	Taste	Advertisement
1	**High Satisfied**	21	16	20	15	25	12
2	**Satisfied**	36	40	37	50	35	40
3	**Not Satisfied**	10	11	10	2	7	15
		67	67	67	67	67	67

Amul

Sr. No	Degree of Satisfaction	Determinants for Satisfaction					
		Price	Quality	Fat Contents	Availability	Taste	Advertisement
1	**High Satisfied**	15	10	12	20	15	5
2	**Satisfied**	16	20	15	10	15	20
3	**Not Satisfied**	6	7	10	7	7	12
		37	37	37	37	37	37

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Sr. No	Degree of Satisfaction	Determinants for Satisfaction					
		Price	Quality	Fat Contents	Availability	Taste	Advertisement
1	**High Satisfied**	4	5	4	10	6	2
2	**Satisfied**	7	6	7	2	6	5
3	**Not Satisfied**	3	3	3	2	2	7
		14	14	14	14	14	14

Scope and Limitation of the Research Scope of the Study:

The research was conducted so as to be well familiar with the parameters of consumer buying behavior and brand preference of packaged milk in charoli suburb of Pune . The findings of the study will help us to know the brand preference and various determinants on which the buying behavior is based.

Limitation of the Study

• It was a time-consuming task to get comprehensive response from the consumers due to their   day-to-day activities.

• There were some obstacles in data collection due to geographical area.

• The study was conducted only charoli suburb of Pune City.

Conclusion:

Milk is a very essential daily using commodity. Milk is useful to all the group of members. The packaged milk is widely used and liked by the respondents. From this study the researcher conclude that the packaged milk is more preferable than the vendor milk was preferred by majority of the respondents. With ever increasing competition in dairy industry, it become imperative to understand the preferences and perceptions of customers. Based on the findings, it may be inferred that Chitale dairy has worked well to make people aware about its products in the study area and it is very well proven through the findings.

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