

Brand Preference of PACKED MILK – Comparative Study on Rural and Urban Consumers in Ernakulam District

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ABSTRACT- Milk is one of the most important item consumed by the peoples in India. The packed milk is consumed by most of them. Brand preference of people may different in purchasing milk. So the study focused on the brand preference on packed milk in Ernakulam District. 400 samples were taken from 7 taluks of Ernakulam District and Garretts ranking method was applied for data analysis.

KEYWORDS— Brand Preference of PACKED MILK – Comparative Study on Rural and Urban Consumers in Ernakulam District

I. INTRODUCTION

Milk is an important food item used by the people as vegetarian diet. It is not only an essential items but also most frequently and commonly used by the people. The major factor which influence the consumption of milk are availability of income of people and prices. In olden days Milk is supplied by the milk producer itself. But today it is supplied by Government owned Co-operative Milk Marketing Enterprises and private dairy companies.

Customers prefer a particular brand of milk depends upon its price, quality, brand name, packaging etc. So the study focused on comparative study of rural and urban consumers regarding the brand preference of packaged milk in Ernakulam district of Kerala.

II. REVIEW OF LITERATURE

Mila and S.K Raha (2008) examined the consumer preference for processed milk in Mymensingh town. Consumers' preference for processed milk was ascertained through 4 – point numerical rating scale. The study found that monthly income of the family, price level, taste level, fat content and attitude towards processed milk of the consumers were significantly related with their preference of processed milk.

Jayakumar and S. Loganathan (2015) conducted a study on consumer preference of milk in Tiruchirapalli district of Tamilnadu. The results of the study showed that marketers of the branded milk must be efficient and plan their advertising such a way to create an impact on the minds of potential buyers.

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Habibur Rahman (2008) conducted a study about the impact of dairy farming on livelihood of participating women in Bangladesh. The study concluded that development of dairy sector may be considered as an important strategy of poverty alleviation.

III. STATEMENT OF THE PROBLEM

Milk is one of the most important item consumer by the peoples in India. Mostly milk is used by the people for direct consumption or for making curd, sweets, etc. The availability of packed milk further helps the people for saving time and ensures quality. There is no need to wait for the milk man whenever required for them. The can but more from the nearest dealer according to their requirement.

Brand preference of Urban and Rural peoples may differ. Some buyers are totally brand loyal, buying only one brand in a product group. Most of the buyers switch over to other brands.

These reasons made the researches to take up the research study entitled “Brand Preference of Packed Milk – Comparative Study of Rural and Urban Consumers in Ernakulam District”.

IV. OBJECTIVES OF THE STUDY

The main objectives of the present study is as follows.

- To analyze the Socio-Economic status of Rural and Urban respondents of Ernakulam District.
- To study the factors influencing the brand preference of milk among rural and urban respondents.

V. METHODOLOGY

The study is based on both primary and secondary data. For the collection of primary data Questionnaire cum interview schedule method were used. Secondary data were collected from books, journals, articles, newspapers and websites.

VI. SAMPLE DESIGN

The Ernakulam District consisted of 7 taluks. From these 7 taluks total of 400 samples were taken. 200 respondents from rural areas and 200 respondents from urban areas. Convenient method of sampling were used to choose samples. For the present study the researcher select five popular branded milk in Ernakulam District (Milma, PDDP, Sakthi, Arokyia and Malanadu.).

VII. FRAMEWORK OF ANALYSIS

The collected data were processed with the help of appropriate statistical tools in order to fulfil the objectives of the study. For the present study simple percentage analysis and Garrett’s Ranking Technique were adopted.

VIII. ANALYSIS INTERPRETATION

This part analyses the socio-economic profile, brand preference, reasons for the selection of particular brand of milk among rural and urban consumers in Ernakulam District of Kerala in various aspects.

1. Gender of the respondents

The following table shows the gender wise distribution of respondents.

Table 1: Gender of the respondents

Gender	Rural		Urban		Total	
	No. of Respondents	Percent	No. of Respondents	Percent	No. of Respondents	Per cost
Male	145	72.50	155	77.50	300	75.00
Female	55	27.50	45	22.50	100	25.00
Total	200	100	200	100	400	100

Source: Primary data

It is clear from the table that out of 200 rural consumers 145 (72.50%) are male and 55 (27.5%) consumers are female. Thus majority of the consumers are male in rural area.

Among the 200 urban consumers 155 (77.5%) consumers are male and 45 (22.50%) consumers are female. Thus majority of the consumers are male in urban area.

Among the total 400 respondents 300 (75%) consumers are male and 100 (25%) consumers are female. Thus majority of the consumers are male.

2. Age of the respondents

The following table shows the age wise distribution of respondents.

Table 2: Age of the respondents

Particulars	Rural		Urban		Total	
	No. of Respondents	Percent	No. of Respondents	Percent	No. of Respondents	Per cost
Age (in years)						
Less than 20	25	12.50	37	18.50	62	15.50
21 – 40	58	21.00	60	30.33	118	29.50
41 – 60	93	46.5	72	36.00	165	41.25
61 and above	24	12.00	31	15.50	155	13.75
Total	200	100	200	100	400	100

Source: Primary data

It is clear from the table, among the rural respondents 25(12.50%) respondents age is less than 20 , 58(21.00%) respondents age ranges between 21-40,93(46.50%) respondents age ranges between 41-60and the remaining 24(12.00%) respondents age is more than 61 and above. most of the rural consumers’ age ranges between 41 – 60 years .

The table also shows, among the urban consumers 37(18.50%) respondents age is less than 20,60(30.33%) respondents age ranges between 21-40,72(36.00%) respondents ranges between 41-60 and the remaining 31(15.50%)respondents age is more than 61 and above. Most of the urban consumers’ age ranges between 41 – 60 years.

Among the total 400 respondents, thus, most of the consumer’s age ranges between 41 – 60 years.

3. Occupation of the respondents

The following table shows the occupation of respondents.

Table 3: Occupation of the respondents

Occupation	Rural		Urban		Total	
	No. of Respondents	Percent	No. of Respondents	Percent	No. of Respondents	Per cost
Government Employee	10	5.00	42	21.00	52	13
Private Employee	45	22.50	102	51.00	147	36.75
Businessmen	8	4.00	18	9.00	26	6.50
Farmer	105	52.50	12	6.00	117	29.25
Others	32	16.00	26	13.00	58	14.50
Total	200	100	200	100	400	100

Source: Primary data

It is clear from the table 3, among the rural milk consumers 10(5.00%) respondents have Government job, 45(22.50%) respondents have private job, 8 (4.00%) respondents are businessmen, 105(52.50) are farmers and the remaining 32(16.00%) respondents have other jobs. Thus majority of the rural consumers are farmers.

Regarding urban consumers, 42(21.00%) respondents have Government job, 102(51.00%) respondents have private job, 18(9.00%) respondents have own business 12(6.00%) respondents are farmers and the remaining 26(13.00%) respondents have other jobs. Thus, majority of the urban consumers are private employees.

Among the total 400 consumers 147 (36.75%) Consumers are private employees. Thus most of the consumers are private employees.

4. Monthly Income of the Respondents

The following table depicts monthly income of respondents

Table 4: Monthly Income of the Respondents

Monthly Income	Rural		Urban		Total	
	No. of Respondents	Per cent	No. of Respondents	Per cent	No. of Respondents	Per cent
Below 5000	40	20.00	10	5.00	50	12.50
5001 – 10000	72	36.00	35	17.50	107	26.75
10001 – 15000	45	22.50	75	37.50	120	30.00
15001 – 20000	30	15.00	43	21.50	73	18.25
Above Rs. 20000	13	6.50	37	18.50	50	12.50
Total	200	100	200	100	400	100

Source: Primary data

It is clear from table 4 that, among the rural milk consumers 40(20.00%) respondents have monthly income less than Rs.5000, 72(36.00%) respondents' income ranges between Rs.5001-10000, 45(22.50%) respondents have income ranges between 10001-15000, 30(15.00%) respondents have income between Rs. 15001-20000 and the remaining 13(6.50%) respondents have income more than Rs.20000 per month.

Among the urban milk consumers 10(5.00%) respondents have monthly income less than Rs.5000, 35(17.50%) respondents' income ranges between Rs. 5001-10000, 75(37.50%) respondents have income ranges between Rs.10001-15000, 43(21.50%) respondents have income between Rs.15001-20000 and the remaining 37(18.50%) respondents have income more than Rs.20000 per month.

Among the total 400 consumers, most of the consumers earns between Rs. 10,001 – 15,000.

5. Brand choice of the respondents

Table 5: Brand choice of the respondents

Brand name	Rural		Urban		Total	
	No. of Respondents	Percent	No. of Respondents	Percent	No. of Respondents	Per cent
MILMA	90	45.00	80	40.00	170	42.50
PDDP	70	35.00	60	30.00	130	32.50
SAKTHI MILK	12	6.00	25	12.50	37	9.25

AROKYA MILK	10	5.00	20	10.00	30	7.50
MALANAD U MILK	18	9.00	15	7.50	33	8.25
Total	200	100	200		100	100

Source: Primary data

It is clear from the Table No. 5, among the rural consumers ninety (45.00%) respondents are choose Milma 70 (35.00%) respondents choose PDDP, 12 (6.00%) respondents choose Sakthi milk, 10 (5.00) respondents choose Arokya Milk and the remaining 18 (9.00%) respondents Malanadu Milk. Thus, majority of the rural consumers are preferring Milma brand of Milk.

Among the urban consumers eighty (40.00%) respondents are choose Milma, 60 (30.00%) respondents choose PDDP, 25 (12.50%) respondents choose Sakthi milk, 20 (10.00) respondents choose Arokya Milk and the remaining 15 (7.50%) respondents Malanadu Milk. Thus, majority of the rural consumers are preferring Milma brand of Milk.

Thus out of total 400 consumers most of the consumers preferred brand is MILMA.

6. Reasons for choosing particular brand of Milk among Rural Customers

Table 6: Reasons for choosing particular brand of Milk among Rural Customers

Sl. No.	Reasons	Garrett's Mean score	Rank
1	Best Quality	62.43	I
2	Thickness	58.67	II
3	Easy availability	52.34	IV
4	Reasonable price	45.25	V
5	Brand name	41.32	VI
6	No Bacteria	40.48	VII
7	Any time available	55.43	III

Source: Primary data

It is clear from the table number 6, that majority of rural consumers prefer the particular brand of milk because of best quality with mean score 62.43 (ranked first), followed by thickness with mean score 58.67 (ranked 2nd), any time available with mean score 55.43 (ranked 3rd), Easy availability with mean score 52.34 (ranked 4th), Reasonable price with mean score 45.25 (ranked 5th), Brand name with mean score 41.32 (ranked 6th) and No bacteria with mean score of 40.48 (ranked 7th).

Thus, majority of the rural consumers prefer particular brand of milk because of its Quality.

7. Reasons for choosing particular brand of among Urban Customers

Table 7: Reasons for choosing particular brand of among Urban Customers

Sl. No.	Reasons	Garrett's Mean score	Rank
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1	Best Quality	67.25	I
2	Thickness	61.35	II
3	Easy availability	55.38	V
4	Reasonable price	58.43	IV
5	Brand name	59.35	III
6	No Bacteria	40.80	VII
7	Any time available	42.84	VI

Source: Primary data

It is clear from Table No. 7 most of the urban consumers prefer a particular brand depends upon its quality offered by the brand with a mean score of 67.25 (rank 1st) followed by Thickness 61.35 (ranked 2nd), brand name with a mean score 59.35 (ranked 3rd), Reasonable price with mean score 58.43 (ranked 4th), Easy availability with a mean score 55.38 (ranked 5th) any time available with a mean score 42.84 (ranked 6th) and No bacteria with a mean score 40.80 (ranked 7th).

Thus, majority of the rural consumers prefer particular brand of milk because of its Quality.

IX. FINDINGS

Following are the results of the study.

1. Thus majority of the consumers are male.
2. Most of the consumer's age ranges between 41 – 60 years.
3. Most of the consumers are private employees.
4. Most of the consumers earn between 10,001 – 15,000
5. Milma is the most preferred brand of milk among rural and urban consumers.
6. Quality is the major criteria given by rural and urban consumers for preferring a particular brand of milk.

X. SUGGESTIONS

Following are the suggestions.

1. The enterprises try to build good customer relationship with its agent and customers.
2. The companies should create awareness among their brands through various sales promotion techniques and advertisements.
3. Each company should fix the price comparatively moderate with other brands.

XI. CONCLUSION

The study "Brand Preference of Packed Milk in Rural and Urban Consumers" determines how far the customers prefer a particular brand over other brand. In order to sustain in the market company should consider quality, price and easy availability in the markets and it will ensure satisfaction of consumers.

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