



Assessment of Awareness, Knowledge, and Perception on the Purchase Intention towards Packaged Milk

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Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

Article Information

DOI: 10.9734/AJAAR/2024/v24i6507

Open Peer Review History:

This journal follows the Advanced Open Peer Review policy. Identity of the Reviewers, Editor(s) and additional Reviewers, peer review comments, different versions of the manuscript, comments of the editors, etc are available here: <https://www.sdiarticle5.com/review-history/116319>

Original Research Article

Received: 19/02/2024

Accepted: 23/04/2024

Published: 25/04/2024

ABSTRACT

India has the highest livestock population in the world with 50 percent of the buffaloes and 20 percent of the world's cattle population, most of which are milk cows and milk buffaloes. The research was focused on the packaged milk purchasing behaviour of consumer. The study area is confined to Erode district because of its high population and narrowed down to Erode town since the packaged milk purchasing is higher in town area. From each selected wards, 20 sample respondents are randomly selected. A pre-tested questionnaire will be used to collect data for the study. The general characteristics of the sample respondents would help in understanding the nature and behavior of the sample respondents. The general characteristics of sample respondents such as, education, purchase decision of sample respondents etc have a significant bearing on the study. Percentage analysis was used to study the general characteristics of the consumers which

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included age, education, gender, income, occupation, awareness, preference, knowledge of the respondents, frequency of purchase, type of decision makers, quantity of purchase, place of purchase. Majority of the respondents were aware of branded and non-branded milk. Only few respondents were not aware so suitable step should take to create awareness, so that more customers will get motivated to buy branded and non-branded milk. Knowledge of the respondents on branded milk was depends on consumer interest and also education one of the reason to gain knowledge. Most of the respondents were preferred Aavin because booth there and availability of the Aavin milk is high compared to other brand. So expect Aavin other firms have to follow suitable marketing strategies to increase preference among the consumers. Knowledge of the respondents on branded milk was depends on consumer interest and also education is one of the reason to gain knowledge. About 33 per cent were had energy level knowledge on branded milk. Whereas 67 per cent of the respondents were had energy level knowledge on branded milk. About 11 per cent were had energy level knowledge on non-branded milk. And majority of the respondents 89 per cent were had energy level knowledge on non-branded milk.

Keywords: Packaged milk; percentage analysis; knowledge; awareness.

1. INTRODUCTION

India has the highest livestock population in the world with 50 percent of the buffaloes and 20 percent of the world's cattle population, most of which are milk cows and milk buffaloes. India's dairy industry is considered as one of the most successful development programmes in the post-Independence period. The loss can be offset to a great extent by adequate protective packaging to withstand the hazards of climatic changes, transportation, handling etc. Because of rapid growth in the economy and consequent improvement in the living standards of the common people, packaging has become important in the distribution process.

In today's busy world, many consumers do not have the time to make it to the market. Internet is used to purchase groceries. Innovative packaging technologies have become a necessity for the development of extended shelf life and value added foods and food products. In food industry, the package serves as a barrier to contamination by microorganisms or other undesirable elements like moisture and light. The secondary role of the packaging material is to care for storage and distribution [1].

Chang and wildt [2] in their study on Price, Product Information, and Purchase intention – An Empirical Study found that value can facilitate loyalty. Parasuraman and Grewal [3] from this study found that the more positive customer transaction perceptions are the stronger customer loyalty. Wood [4] gave an integrated definition considered a brand as a mechanism for achieving competitive advantage for firms such as in terms of revenue, profits, added value or

market share through differentiation. Baumgartner [5] studied Measuring Changes in Brand Choice Behavior reported that brand's constant is usually interpreted as representing the influences on consumer's brand choice decisions that are not reflected by other predictors, such as brand awareness or consumer perceptions of brand quality. Aswathappa [6] defined that perception included all those processes by which an individual received information about his environment through seeing, hearing, feeling, tasting and smelling. Reddy [7] defined perception as "how we see the world around us". The perception was confined to how the consumer perceived about international brand and local brand of milk. Kottler [8] defined a brand as a name, term, symbol, or design or a combination of term which is intended to identify the goods and services of one seller and to differentiate them, from those of the competitors. Chang [9] in their study on "The Moderating Effect of Brand Trust on the Relationship between Perceived Value and Purchase Intention: The Case of Advanced Tea-Leaf" conclude that perceived quality and purchase intention are positively related. Ho [10] from this study on "A Study of Consumers' Purchase Intentions toward Retail Store Brands in the food sector" reported that the higher the perceived quality and perceived value of the private brand foods, the higher buying intention to consumer. Davis *et. al.*, [11] in their study on "Branding a B2B Services: Does a Brand Differentiate a Logistics Service Provide" found that brand name is very important factor in building an image of the brand. Sogn-Grundvag and Ostli [12] in their study on "Consumer evaluation of unbranded and unlabelled food products: the case of bacalhau" concluded that

Consumers are sensitive and don't want such packaging which carries germs or infections as consumers are used to check/evaluate it by appearance of the products and ensuring the quality of the product before making a purchase decision. Hossein Nezakati *et. al.*, [13] in his study on Factors Influencing Customer Loyalty towards Fast Food Restaurants most of the companies not just only emphasize on their promotion but there are also the brand characteristics which can influence customer loyalty. Price and product quality becomes the prior elements in customer loyalty in brand characteristics. Sawant [14] defined brand occupies a very important place in the mind of customers. A brand, by definition, is a short hand description of a package of value, on which consumers can rely to be consistently the same or better over a period of time. The owner of a registered brand personally stands behind the branded and offers personal guarantee for maintaining the quality and standards of the product.

Nazia *et. al.*, [15] and Karupusamy *et al.*, [16] stated in their study on "Impact of Brand Awareness, Perceived Quality and Customer Loyalty on Brand Profitability and Purchase Intention: A Resellers' View" concluded that in daily life human watch billboards while crossing roads, in the streets, watching TV, and going on drive face a number of advertisements. Similarly read newspaper and listen radio and came across different advertisements from different companies. Sharma and Pathan [17] in their study on "Factors Effecting Purchase Decision of Branded Sports Accessories with Special Reference to Reebok" found that the age & gender does not make much difference in the opinion of a consumer while choosing a brand. The purchase decision of the consumers mainly depends on the value of the brand in monetary terms as well as the position it enjoys in the minds of the people. Solomon and Sundar [18] identified four crucial elements that impact consumers' contentment with the assistance rendered by Jan Aushadhi medical shop staff to their consumers, encompassing tangibility, responsiveness, dependability, and accessibility. Additionally, they stated that the way the employees behave is having a bad effect on the clients. Yab e *al.*, [19] studied the impact of price, brand awareness of packaged milk in Pakistan. Customers of Jan Aushadhi medical stores are happy with the quality of the generic medications, according to Rajasekaran *et al.* [20]. Additionally, they discovered that consumers have a strong

sense of devotion to the Jan Aushadhi medical outlets. Verma *et. al.*, [21], Arunkumar *et al.*, [22] stated in his study on Brand Management text and cases found that brands are the ultimate differentiators; they drive consumer buying, revenues and also the value of the business

2. DATA AND METHODOLOGY

The research was focused on the packaged milk purchasing behavior of consumer. The study area is confined to Erode district because of its high population and narrowed down to Erode town since the packaged milk purchasing is higher in town area. Out of 60 wards, in the Erode Municipal Corporation, 10 wards are randomly selected. From each selected wards, 20 sample respondents are randomly selected. A pre-tested questionnaire will be used to collect data for the study. The purpose of the study was briefly and clearly explained to the sample consumers to help them understand and respond better and entice their cooperation. Since much of the information were collected through recall by consumers careful attention was taken while preparing the interview schedule by incorporating appropriate words and also at the time of interview in expressing the words to minimize bias, if any. The primary data were collected on demographic, consumers' awareness and knowledge level, preference, consumer buying behavior, factor influence to purchase, satisfaction level towards packaged milk and suggestion of the consumers.

The general characteristics of the sample respondents would help in understanding the nature and behavior of the sample respondents. The general characteristics of sample respondents such as, education, purchase decision of sample respondents etc have a significant bearing on the study. The results are presented which will enable to understand the circumstance under which the sample respondents made their decision in buying as well as using packaged milk.

2.1 Tools for Analysis

2.1.1 Percentage analysis

Percentage analysis was used to study the general characteristics of the consumers which included age, education, gender, income, occupation, awareness, preference, knowledge of the respondents, frequency of purchase, type of decision makers, quantity of purchase, place

of purchase, etc. The factors were first categorized into different levels based on their mean value and percentage was calculated to draw meaningful inferences.

$$\text{Percentage analysis} = \frac{\text{Number of respondents}}{\text{Total sample size}} \times 100$$

3. RESULTS AND DISCUSSION

3.1 Gender Profile of the Respondents

The gender profile of the sample respondents consists of basic details such as gender, family type, age, educational status, occupational status, distribution of monthly family income. This would help us to identify the general information of the respondents and understand the buying behaviour of the respondents to some extent, to make meaningful inference in the analysis and to suggest suitable policy measure.

3.2 Gender Distribution of the Respondents

It is clearly indicated that majority of the respondents were female 74 per cent. Survey was conducted and the subject of discussion was about packaged milk, hence female members of the household formed major share of the respondents

3.3 Family Type of the Respondents

It could be inferred that 92 per cent of the respondents belonged to the nuclear type of family. And only 8 per cent of the respondents belonged to the joint family. So, packaged milk firm might provide some special schemes even for small percentage of the joint families.

3.4 Family size of the Respondents

The size of the family influences the purchase decisions such as quantity of purchase and place of purchase of the households. The family size of respondents is directly related with the expenditure of households.

It could be inferred that 54.5 per cent of the respondents belonged to a family size of four and five members. But 38.5 per cent of the families with less than four members. And only 7 per cent with more than five members.

3.5 Age Distribution of the Respondents

Age has been considered as a factor, as it may reveal the mental maturity of an individual to take decisions for achieving their needs. The classification of age group by National statistical Survey was followed in this study.

Table 1. Gender wise distribution of sample respondents

S.NO	Gender	No. of respondents	Percentage (%)
1.	Male	52	26
2.	Female	148	74
Total		200	100

(Figures in the parentheses indicate percentage to total)

Table 2. Family type of the respondents

S.NO	Family type	No. of respondents	Percentage (%)
1.	Nuclear	184	92
2.	Joint	16	8
Total		200	100

(Figures in the parentheses indicate percentage to total)

Table 3. Family size of the respondents

S.NO	Family size (in numbers)	No. of respondents	Percentage (%)
1.	Less than four	77	38.5
2.	Four and five	109	54.5
3.	Greater than five	14	7
Total		200	100

(Figures in the parentheses indicate percentage to total)

It could be inferred that among 31 per cent of the respondents belonged to the age group of 31 to 40 years. About 29.5 per cent in the age group of less than 30 years followed by 20 were in the age group of 41-50 years. And only 19.5 per cent in the age group of greater than 50 years. So, it could be concluded that majority of the consumer purchase packaged milk were middle aged and young people so they can develop the promotional strategies targeting them.

3.6 Education Level of the Respondents

Education status is an important socio economic factors that influences the consumer in the purchasing behaviour of the products such as choice of brands, choice of the product, choice of promotional activities etc.

Majority of the respondents 39 per cent were completed their primary. Among 26 per cent had higher secondary education followed by 18 per cent of the respondents were finished graduate studies. And about 10 per cent were illiterate. Thus it could be inferred that most of the respondents were literates and any means of communication related to product promotion could easily reach them.

3.7 Occupation Status of the Respondents

Nature of job combined with income level of the respondents determines their purchasing power. 55 per cent of the respondents were home

maker. About 21 per cent of the respondents were working in private organizations. And only self-employed were 15 per cent. Finally it concluded that homemakers contributed more than 50 per cent to the total.

3.8 Distribution of Annual Income of the Respondents

The financial status of a family has a definite influence on their lifestyle and in turn their food preferences. Hence, the annual income of the respondents' families was taken into consideration in analyzing the result of the present survey. The classification of income by National Council of Applied Economic Research (NCAER 2005) was followed in this study and the sample households were grouped under five broad classes of annual family income specified.

It could be inferred that 71 per cent of the respondents family belonged to the lower income group of 90,000. About 21.5 per cent of the respondents family belonged to the lower middle income group of 90,000-2, 00,000. Whereas 6.5 per cent of the respondents family belonged to the middle income group of 2.00, 000-5, 00,000. And only 1 per cent was belonged to the upper middle income group of 5, 00,000-10, 00,000. So, packaged milk firms should concentrate on less than 90,000 and 90,000-2,00,00 income group people by doing the product development, affordable price for products and services besides maintaining customer relations with the high income groups.

Table 4. Age wise distribution of the respondents

S.NO	Age	No. of respondents	Percentage (%)
1.	Less than 30	59	29.5
2.	31-40	62	31
3.	41-50	40	20
4.	>50	39	19.5
Total		200	100

(Figures in the parentheses indicate percentage to total)

Table 5. Education wise distribution of the respondents

S.NO	Education Status	No. of respondents	Percentage (%)
1.	Illiterate	20	10
2.	Primary	78	39
3.	High school	52	26
4.	Diploma	3	1.5
5.	Graduate	36	18
6.	Post Graduate	11	5.5
Total		200	100

(Figures in the parentheses indicate percentage to total)

Table 6. Occupation status wise distribution of the respondents

S.NO	Occupation	No. of respondents	Percentage (%)
1.	Home maker	110	55
2.	Self-employee	30	15
3.	Government	10	5
4.	Private	41	20.5
5.	Retired	4	2
6.	Student	5	2.5
Total		200	100

(Figures in the parentheses indicate percentage to total)

Table 7. Distribution of annual income of the respondents

S.NO	Annual Income	No. of respondents	Percentage (%)
1.	<90,000	42	71
2.	90,000-2,00,000	43	21.5
3.	2,00,000-5,00,000	13	6.5
4.	5,00,000-10,00,000	2	1
5.	>10,00,000	0	0
Total		200	100

(Figures in the parentheses indicate percentage to total)

Table 8. Awareness of branded and non branded milk

S.NO	Awareness	No. of respondents	Percentage (%)
1.	Aware	195	97.5
2.	Not aware	5	2.5
Total		200	100

(Figures in the parentheses indicate percentage to total)

3.9 Awareness and Knowledge of the Respondents

The awareness and knowledge of the respondents towards purchase of packaged milk were the sample respondents consists of awareness of branded and non-branded milk, sources of information, detail of packaged milk, differentiate taste and quality of the branded and non branded, preferred quantity of packaged milk, purchase branded or non-branded milk, preferred packaged milk, name of the manufacture of branded and non-branded milk. Therefore the details on the respondents were collected, analyzed and the results are presented and discussed in this section.

3.10 Awareness of Branded and Non Branded Milk

The majority of the respondents 97.5 per cent were aware of branded and non-branded milk. And among 2.5 per cent of the respondents were not aware of branded and non-branded milk. It inferred that majority of the respondents were aware of branded and non-branded milk. Only few respondents were not aware so suitable step

should take to create awareness, so that more customers will get motivated to buy branded and non-branded milk.

3.11 Awareness about Branded Milk

Awareness indicates the familiarity of the product among the sample respondents. 10 per cent of the respondents were aware about Aroky. Among 5 per cent of the respondents were aware of aroma. Only 1 per cent of the respondents were aware of Amul while about three fourth of the respondents. Majority of the respondents 84 per cent were aware about the Aavin branded milk. Hence, it could be concluded that most of the respondents were aware of Aavin milk. Because promotional strategy is good in Aavin compared to other branded milk. So other branded milk should take suitable marketing strategies to create awareness among the consumer.

3.12 Awareness about Non Branded Milk

The data regarding the awareness about the non-branded milk were analysed and the results are given below.

Table 9. Awareness level of branded milk

S.NO	Awareness	No. of respondents	Percentage (%)
1.	Aavin	168	84
2.	Arokya	20	10
3.	Aroma	10	5
4.	Amul	2	1
Total		200	100

(Figures in the parentheses indicate percentage to total)

Table 10. Awareness level of non-branded milk

S.NO	Awareness	No. of respondents	Percentage (%)
1.	Arun	109	54.5
2.	Amutham	23	11.5
93.	Sakthi	21	10.5
4.	Iswariya	16	8
5.	SSM	9	4.5
6.	Annamar	11	5.5
7.	Ratha	11	5.5
Total		200	100

(Figures in the parentheses indicate percentage to total)

Table 11. Awareness of available quantity by the respondents

S.NO	Aware of Quantity	No. of respondents	Percentage (%)
1.	250ml, 500ml and 1litre	200	100
Total		200	100

(Figures in the parentheses indicate percentage to total)

Table 12. Preferred quantity of the respondents

S.NO	Quantity of packaged milk	No. of respondents	Percentage (%)
1.	250ml	70	35
2.	500ml	108	54
3.	1litre	22	11
Total		200	100

(Figures in the parentheses indicate percentage to total)

It was found that the sample respondents 54.5 per cent were aware of Arun. Among 11.5 per cent of the respondents were aware of Amutham. About 10.5 per cent aware of Sakthi non branded milk, followed by 8 per cent of the respondents were of Iswariya. And only 5.5 per cent of the respondents were aware of Annamar and Ratha. It indicates that most of the respondents were aware of Arun milk because supply and advertisement was good in Arun compared to other non-branded milk. So more advertisement need to create awareness on other non-branded milk.

3.13 Awareness on Available Quantity

Awareness is the foremost necessary thing for any successful promotion. The data regarding awareness about available quantity of packaged

milk of respondents preferred brand were collected and presented below. 100 per cent of respondents were aware of available quantity of packaged milk.

3.14 Preferred Quantity

The quantity purchased by the respondents varied based on the affordability, availability, quantity of consumption, frequency of purchase, etc. about 54 per cent of the respondents preferred 500ml quantity. But, 35 per cent preferred 250ml quantity. And only 11 per cent of the respondents were preferred 1litre quantity. The quantity of the milk purchased based on family size and frequency of consumption of the respondents. So packaged milk firms and retail outlets should concentrate on 500ml quantity most of the respondents are preferred.

3.15 Sources of Information

The respondents were asked to indicate about the source through which they got the information regarding the packaged milk. This will be helpful to the case firm to identify the best media through which it has to concentrate. The different sources were studied and the results are given below. 55.5 per cent of respondents were aware of packaged milk through friends. About 20 per cent were got information through relatives. About 12.2 per cent of the respondents were known through newspaper followed by 9.5 per cent through television/radio. And only 2.5 per cent were came to know on banner/ poster. Thus we can say word of mouth played a major role, by satisfying the existing customers and packaged milk firms can increase the level of awareness among the non-customers. Attractive advertisement measures should be promoted to attract more customers.

3.16 Awareness on Detail of Packaged Milk

Awareness indicates the popularity of the product among the sample respondents. It indicated about 64 per cent of the respondents was check detail of packaged milk. And among 35.5 per cent of the respondents were not check detail of packaged milk. Hence, it could be concluded that

trust of the packaged milk firms respondents are not seeing packaging detail so the firms should maintain those loyal customers.

3.17 Awareness of Taste and Quality of the Branded & Non Branded Milk

Among the respondents, about 96.5 per cent were differentiate taste and quality of the branded and non-branded milk. And only 3.5 per cent of the respondents cannot differentiate taste and quality of the branded and non-branded milk. So firms and retail outlets should concentrate on taste and quality of the product. This aspect is very important to promote purchase intention of the customers.

3.18 Choice of Packaged Milk

87.5 per cent of the respondent's choices were branded milk. And only 12.5 per cent choices were both branded and non-branded milk. So the result could conclude that most of the respondents were preferred branded milk. It concluded that majority of the consumer choices were branded milk. So, the firms should concentrate on non-branded milk. Because of lack of awareness consumer was not preferred non-branded milk. Firms should create more awareness on non-branded milk.

Table 13. Distribution of respondents with respect to source of information

S.NO	Source	No. of respondents	Percentage (%)
1.	TV/radio	19	9.5
2.	Relatives	40	20
3	Banner/poster	5	2.5
4.	Friends	111	55.5
5.	Newspaper	25	12.5
Total		200	100

(Figures in the parentheses indicate percentage to total)

Table 14. Awareness on detail of packaged milk by the respondents

S.NO	Detail of Packaged Milk	No. of respondents	Percentage (%)
1.	Check	129	64.5
2.	Not check	71	35.5
Total		200	100

(Figures in the parentheses indicate percentage to total)

Table 15. Awareness of taste and quality of the branded & non branded milk

S.NO	Differentiate	No. of respondents	Percentage (%)
1.	Yes	193	96.5
2.	No	7	3.5
Total		200	100

(Figures in the parentheses indicate percentage to total)

3.19 Preferred Packaged Milk

Almost 79 per cent of the respondents were preferred Aavin. About 13.5 per cent of the respondents were preferred Arokya. Among 6 per cent was Aroma. And only 1.5 per cent of the respondents were preferred Amul branded milk. Hence, it could be concluded that most of the respondents were preferred Aavin because booth there and availability of the Aavin milk is high compared to other brand. So expect Aavin other firms have to follow suitable marketing strategies to increase preference among the consumers

3.20 Knowledge about Manufacturer on Branded Milk

In order to understand the brand knowledge of consumer, through this firm can understand how much consumer aware about their product. About 61 per cent of the respondents did not have knowledge on manufacture of the preferred

branded milk. And only 39 per cent of the respondents were have knowledge on manufacture of the preferred brand. Knowledge of the respondents on branded milk was depends on consumer interest and also education one of the reason to gain knowledge.

3.21 Knowledge about Manufacturer on Non Branded Milk

In order to understand the brand knowledge of consumer, through this firm can understand how much consumer aware about their product. Almost 84 per cent of the respondents did not have knowledge on manufacture of the preferred non-branded milk. And among 16 per cent of the respondents was have knowledge on manufacture of the preferred non-brand milk. Knowledge of the respondents on branded milk was depends on consumer interest and also education is one of the reason to gain knowledge.

Table 16. Choice of packaged milk by the respondents

S.NO	Choice	No. of respondents	Percentage (%)
1.	Branded	175	87.5
2.	Non branded	0	0
3.	Both	25	12.5
Total		200	100

(Figures in the parentheses indicate percentage to total)

Table 17. Preferred packaged milk of the respondents

S.NO	Preferred	No. of respondents	Percentage (%)
1.	Aavin	158	79
2.	Arokya	27	13.5
3.	Aroma	12	6
4.	Amul	3	1.5
Total		200	100

(Figures in the parentheses indicate percentage to total)

Table 18. Knowledge about manufacturer on branded milk of the respondents

S.NO	Knowledge	No. of respondents	Percentage (%)
1.	Yes	78	39
2.	No	122	61
Total		200	100

(Figures in the parentheses indicate percentage to total)

Table 19. Knowledge about manufacturer on non branded milk of the respondents

S.NO	Knowledge	No. of respondents	Percentage (%)
1.	Yes	32	16
2.	No	168	84
Total		200	100

(Figures in the parentheses indicate percentage to total)

Table 20. Knowledge on energy level of branded and non branded milk

S.NO	Energy Level	Branded Milk	Non Branded Milk	Percentage (%) (Branded)	Percentage (%) (Non Branded)
1.	Yes	66	22	33	11
2.	No	134	178	67	89
Total		200	200	100	100

(Figures in the parentheses indicate percentage to total)

3.22 Knowledge on Energy Level of Branded and Non-Branded Milk

Among the respondents, about 33 per cent was have energy level knowledge on branded milk. Whereas 67 per cent of the respondents were have energy level knowledge on branded milk. About 11 per cent was have energy level knowledge on non-branded milk. And majority of the respondents 89 per cent were have energy level knowledge on non-branded milk.

4. CONCLUSION

Awareness and knowledge level of the respondents such as aware of branded and non-branded milk, source of information, differentiate taste and quality of packaged milk, preferred packaged milk, and available quantity of packaged milk and aware on preferred package milk manufacture. Packaged milk consumption and consumer buying behavior details like preferred time of purchasing, pack size preferred, scarcity of packaged milk, frequency of consumption, alternative choice of packaged milk, recommended your preferred packaged milk, brand is an important factor in purchase and preferred place of purchase. Factors influencing preference towards packaged milk such as brand name, best quality, normal price, taste & flavor, easy availability, proper package, nutrient, advertisement, no bacteria/ cloistral, thickness and offer of customers. Satisfaction levels of consumer on packaged milk such as price, quality, packaging, availability, taste, thickness and good health.

About 74 per cent of the respondents were female. Survey was conducted and the subject of discussion was about packaged milk, hence female members of the household formed major share of the respondents. The majority of the respondents 92 per cent were belonged to the nuclear type of family. And only 8 per cent of the respondents belonged to the joint family. So, packaged milk firm might provide some special schemes even for small percentage of the joint families. Among 54.5 per cent of the respondents

belonged to a family size of four and five members. But 38.5 per cent of the families with less than four members. And only 7 per cent with more than five members. About 31 per cent of the respondents belonged to the age group of 31 to 40 years. About 29.5 per cent in the age group of less than 30 years followed by 20 were in the age group of 41-50 years. And only 19.5 per cent in the age group of greater than 50 years. So it could be concluded that majority of the consumer purchase packaged milk were middle aged and young people so they can develop the promotional strategies targeting them.

The majority of the respondents 39 per cent were completed their primary. Among 26 per cent had higher secondary education followed by 18 per cent of the respondents were finished graduate studies. And about 10 per cent were illiterate. Thus it could be inferred that most of the respondents were literates and any means of communication related to product promotion could easily reach them.

The majority of the respondents 97.5 per cent were aware of branded and non-branded milk. And among 2.5 per cent of the respondents were not aware of branded and non-branded milk. It inferred that majority of the respondents were aware of branded and non-branded milk. Only few respondents were not aware so suitable step should take to create awareness, so that more customers will get motivated to buy branded and non-branded milk. About 54 per cent of the respondents preferred 500ml quantity. Among 35 per cent preferred 250ml quantity. And only 11 per cent of the respondents were preferred 1litre quantity of packaged milk. The quantity of the milk purchased based on family size and frequency of consumption of the respondents. So packaged milk firms and retail outlets should concentrate on 500ml quantity most of the respondents are preferred.

Out of 200 samples 55.5 per cent of respondents were aware of packaged milk through friends. About 20 per cent were got information through

relatives. About 12.2 per cent of the respondents were known through newspaper followed by 9.5 per cent through television/radio. And only 2.5 per cent were came to know on banner/ poster. Thus we can say word of mouth played a major role, by satisfying the existing customers and packaged milk firms can increase the level of awareness among the non-customers. Attractive advertisement measures should be promoted to attract more customers.

Among the respondents, about 96.5 per cent were differentiate taste and quality of the branded and non branded milk. And only 3.5 per cent of the respondents cannot differentiate taste and quality of the branded and non-branded milk. So firms and retail outlets should concentrate on taste and quality of the product. This aspect is very important to promote purchase intention of the customers. About 87.5 per cent of the respondent's choices were branded milk. And only 12.5 per cent choices were both branded and non-branded milk. So the result could conclude that most of the respondents were preferred branded milk. It concluded that majority of the consumer choices were branded milk. So, the firms should concentrate on non-branded milk. Because of lack of awareness consumer was not preferred non branded milk. Firms should create more awareness on non-branded milk. Almost 79 per cent of the respondents were preferred Aavin. About 13.5 per cent of the respondents were preferred Arokya. Among 6 per cent was Aroma. And only 1.5 per cent of the respondents were preferred Amul branded milk. Hence, it could be concluded that most of the respondents were preferred Aavin because booth there and availability of the Aavin milk is high compared to other brand. So expect Aavin other firms have to follow suitable marketing strategies to increase preference among the consumers.

The most of the respondents 61 per cent were did not had knowledge on manufacture of the preferred branded milk. And only 39 per cent were had knowledge on manufacture of the preferred brand. Knowledge of the respondents on branded milk was depends on consumer interest and also education one of the reason to gain knowledge. Almost 84 per cent of the respondents were did not had a knowledge on manufacture of the preferred non branded milk. And among 16 per cent were had knowledge on manufacture of the preferred non brand milk. Knowledge of the respondents on branded milk was depends on consumer interest and also

education is one of the reason to gain knowledge. About 33 per cent were had energy level knowledge on branded milk. Whereas 67 per cent of the respondents were had energy level knowledge on branded milk. About 11 per cent were had energy level knowledge on non-branded milk. And majority of the respondents 89 per cent were had energy level knowledge on non-branded milk.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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