



## “Consumers Preferences towards Milk Brands : A Study of Kurnool District in Andhra Pradesh”

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### Abstract

India continues to be the largest producer of milk in world. Several measures have been initiated by the Government to increase the productivity of livestock, which has resulted in increasing the milk production significantly from the level of 102.6 million tonnes at the end of the Tenth Plan (2006-07) to 127.9 million tonnes at the end of the Eleventh Plan (2011-12). Milk production during 2014-15 and 2015-16 is 146.3 million tonnes and 155.5 million tonnes respectively showing an annual growth of 6.27%. The per capita availability of milk is around 337 grams per day in 2015-16. It is at this juncture a study has been conducted to examine the brand preferences of consumers towards milk brand in Kurnool district of Andhra Pradesh.

**Key Words :** Brand Preferences, Milk Brands, Branded Milk, Milk Brand Customers.

### Full Paper

**Introduction :** India continues to be the largest producer of milk in world. Several measures have been initiated by the Government to increase the productivity of livestock, which has resulted in increasing the milk production significantly from the level of 102.6 million tonnes at the end of the Tenth Plan (2006-07) to 127.9 million tonnes at the end of the Eleventh Plan (2011-12). Milk production during 2014-15 and 2015-16 is 146.3 million tonnes and 155.5 million tonnes respectively showing an annual growth of 6.27%. The per capita availability of milk is around 337 grams per day in 2015-16. It is at this juncture a study has been conducted to examine the brand preferences of consumers towards milk brand in Kurnool district of Andhra Pradesh.

**Table No. 1 : Top 10 Milk Producing States in India**

Rank	Name of the State	Milk (Million Tons)
1	Uttar Pradesh	23.33 Million Tons
2	Rajasthan	13.94 Million Tons
3	Andhra Pradesh	12.762 Million Tons

4	Gujarat	10.315 Million Tons
5	Punjab	9.714 Million Tons
6	Madhya Pradesh	8.838 Million Tons
7	Maharashtra	8.734 Million Tons
8	Haryana	7.04 Million Tons
9	Tamil Nadu	7.0 Million Tons
10	Bihar	6.845 Million Tons

Source: [www.trendingtopmost.com](http://www.trendingtopmost.com)

**Review of Literature :** A literature review is an account of what has been published on a topic by qualified scholars and researchers. It is a text written by somebody to consider the vital points of current knowledge including supportive findings, as well as theoretical and methodological hand-outs to a particular topic. In this chapter the researcher has reviewed number of articles related to the consumer attitude and their behaviour towards different products as well as milk and milk products. The reviews under this chapter not only concentrated one demographic area, but covered to determine the previous views of researchers on attitude and behaviour of customers towards any products.

**Jothi Mary.C (2013)<sup>1</sup>** conducted a study on consumer behaviour of Aavin. The study focused on consumer behaviour is a subset of consumer behaviours, which is concerned with decisions that lead up to the act of purchase. It could be the influence of the variable price brand image, quality of the product, regularity of service. The study attempts to bring out the factors leading to the purchase behaviour and perception of consumers in buying Aavin milk. The consumers are satisfied with quality of Aavin brand compared to other brands.

**Nahiyd and Mohamed (2013)<sup>2</sup>** aimed at studying the preferences of consumption pattern of milk and factors affecting consumers' purchase decision of dairy products in Khartoum, state capital of Sudan. Milk and Dairy products experience high consumption rates in Sudan. Consumers show wide variations in their preferences for different milk types and dairy products available in the local market. Consumer purchase decisions are influenced by various factors. Study of 77 such factors assists processors and producers of dairy products in implementing marketing strategies that are consumer oriented and can ultimately lead to higher selling rates. Quality was found to be the main factor affecting the purchase decision, followed by price of the products. Fresh milk was the highly preferred milk type among the citizens. The studies concluded with recommendations are: processors and producers of dairy products should implement modern marketing concepts that focus on the consumers' needs and wants. Also, producers and processors should use marketing mix in ways that increases their sales and creates satisfied customers. In the Research article titled, "Customers' Brand Preference on Pasteurized Packaged Milk" **S. Arun Kumar and Sumathy (2011)<sup>3</sup>** have made a study to understand the brand preference of customers over the packaged milk. For this the methodology adopted was by mall intercept response collection, whereby shoppers were intercepted in the public areas of shopping outlets and distributed the structured questionnaire for their valuable response. Non-Probability and purposive Sampling techniques were employed with a sample size of 150 respondents. From

this study, it is concluded that the dominant variables identified by using statistical analysis (Multiple Regression Analysis) from consumer responses are advertisement, reasonable price, taste, brand name and packaging which has got prominent implications on the marketers brand building exercise.

**Rubaina (2010)**<sup>4</sup> conducted a research on the customer preference towards dairy products. The study made an attempt to identify the customer's preference towards dairy products and to know about the factors which influence the selection of different brands of dairy products. The study revealed that the company should make survey to know the expectations of the consumers and produce that product in the manner so as to attract more customers towards their brand and advertisement can be done through mass media to increase sales and to educate customers about the product.

**Akbay and Tiryaki (2008)**<sup>5</sup> in their study entitled "Unpacked and packed fluid milk consumption patterns" suggest that unpacked fluid milk preference is related positively to household size, income and age of the household head, and negatively to education level of the household head and status of the household wife. Similarly, pasteurized and sterilized fluid milk preferences are related positively to income and the education level of the household head, and negatively to household size and age of the household head. Results from these analyses are used to suggest techniques for marketing fluid milk products to specific segments of the consumer population.

**Statement of the Problem :** Review of previous research studies has revealed that some research gap is observed. So the present study helps to explore the consumer preferences towards milk products and also focus on major factors influencing purchase decisions and impact of unorganized sector busying of dairy products and its competitiveness of dairy industry and also know the factors forcing to migrate from one brand to another brand.

**Need for the Study :** Kurnool is the Gate of the Rayalaseema region. After bifurcation of the Andhra Pradesh State, the Govt. of Andhra Pradesh giving more importance to for development of selected cities in Andhra Pradesh, Kurnool District is one among them. In this connection change in the economy and change in the preference of consumer needs, wants and preference make the milk and milk products in the market more complex. Therefore, the study on consumer preferences associated with several factors which vary from customer to customer and it reflects the milk and milk industry so the researcher has to study the consumer preferences and satisfaction levels towards milk and milk product in then Kurnool District.

**Objectives of the Study :** The following are the objectives of the study

- ✓ To study the existing literature and to find research gap.
- ✓ To examine the preferences for various brands of milk and milk products.
- ✓ To offer suitable suggestions for further development of dairy industry.

**Research Methodology :** Research is a scientific inquiry aimed at learning new facts, testing ideas, etc. It is the systematic collection, analysis and interpretation of data to generate new knowledge and answer a certain question or solve a problem. Kurnool District, the Gateway of Rayalaseema Region in Andhra Pradesh has been selected for the study. For administrative purposes, the Kurnool district is divided in to three revenue divisions. The data collected for the study from the selected Three Revenue Divisions namely Kurnool , Nandyal, and Adoni . The data was collected by survey method with the help of structured questionnaire. The survey method is used to get the opinions of the consumers of milk and milk products. The research instrument used for the survey is a well-structured questionnaire consisting of both open-ended and close-ended questions. A sample of 125 consumers from each revenue division has been selected for the study. The total resultant sample size is 375. Out of 375 consumers from each revenue division, 125 consumers were taken from urban area, 125 from suburban area and 125 from rural area representing entire spectrum of the society. After elimination of few partially unfilled questionnaires, the final resultant sample is 306.

**Table No. 2 : Details of Sample Size**

S.No.	Name of the Revenue Davison	Total
1.	Kurnool	125
2.	Nandyal	125
3.	Adoni	125
	<b>Total</b>	<b>375</b>

Source: Field Survey

**Research Design :** The study was conducted in Kurnool District. The Research study describes the Brand Preferences and different views of respondents who are the consumers of milk and milk products. The researcher employs statistical techniques,

**Sources of Data :** The study is based on the both primary and secondary sources of data.

**Primary Data :** The primary data is obtained from the survey conducted in the Kurnool District with help of constructed questionnaire, which consists of open-end and close-end questions.

**Secondary Data :** The secondary data is obtained from the various previous research studies and articles, business magazines and other sources.

**Sample Design :** Sample design is a definite plan to obtain a sample from a given population. It refers to the techniques or the procedures the researchers would adopt in selection items for the sample. An attempt was made to make the sample representative to the target market for products under study.

**Period of the Study:** The study has been undertaken from 2014 to 2019. The period of primary data collection is from January to December 2019.

**Statistical Tools and Techniques :** For the analysis of the data various graphs and tables are used. The appropriate statistical tools were also used where ever necessary in analyzing quantitative data in order to arrive at logical conclusions and interpretations in a scientific manner, some of the statistical tools used in analyzing the data are : Classification, Tabulation, ‘t’ – Test, ‘Chi-Square’ – Test etc.,

**Data Analysis and Interpretation :** Data collected through questionnaire and secondary source about milk and milk products in from Three Revenue Divisions Kurnool district are presenting and analyzing as per required parameter and drawing conclusions of the study.

**Table No 3 Brand Preference Vijaya**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid First	223	50.8	50.8	50.8
Second	93	21.2	21.2	72.0
Third	27	6.2	6.2	78.1
Forth	18	4.1	4.1	82.2
Fifth	14	3.2	3.2	85.4
Sixth	12	2.7	2.7	88.2
Seventh	24	5.5	5.5	93.6
Eighth	28	6.4	6.4	100.0
Total	439	100.0	100.0	

Source: Field Survey

**Table No 4 Brand Preference Jagat**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid First	64	14.6	14.6	14.6
Second	133	30.3	30.3	44.9
Third	91	20.7	20.7	65.6
Forth	45	10.3	10.3	75.9
Fifth	37	8.4	8.4	84.3
Sixth	34	7.7	7.7	92.0
Seventh	17	3.9	3.9	95.9
Eighth	18	4.1	4.1	100.0
Total	439	100.0	100.0	

Source: Field Survey

It can be understood from the Table no. 3 that, with regard to brand preference Vijay, 50.8% of the respondents rated as first, 21.2% of the respondents rated as second, 6.2% of the respondents rated as third, 4.1% of the respondents rated as fourth, 3.2 % of the respondents rated as fifth, 2.7% of the respondents rated as sixth, 5.5% of the respondents rated as seventh, 6.4% of the respondents are rated as eighth. It can be concluded from the above data that, majority of 50.8 % of the respondents rated as first preference brand is Vijay. It indicates that, most of the customers are preferring Vijaya brand milk as their first choice.

It can be analyzed from the Table no. 4 that, with regard as brand preference Jagat, 14.6% of the respondents rated as first, 30.3% of the respondents rated as second, 20.7% of the respondents rated as third, 10.3% of the respondents rated as fourth, 8.4% of the respondents rated as fifth, 7.7% of the respondents rated as sixth, 3.9 % of the respondents rated as seventh, 4.1% of the respondents rated as eight. It can be concluded from the above data that, majority of 30.3% of the respondents rated as second. It indicates that, majority of the respondent are choosing Jagat milk as the second choice.

**Table No 5 Brand Preference Tirumala**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid First	58	13.2	13.2	13.2
Second	40	9.1	9.1	22.3
Third	48	10.9	10.9	33.3
Forth	108	24.6	24.6	57.9
Fifth	97	22.1	22.1	80.0
Sixth	46	10.5	10.5	90.4
Seventh	35	8.0	8.0	98.4
Eighth	7	1.6	1.6	100.0
Total	439	100.0	100.0	

Source: Field Survey

**Table No 6 Brand Preference Amruth**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid First	63	14.4	14.4	14.4
Second	34	7.7	7.7	22.1
Third	115	26.2	26.2	48.3
Forth	74	16.9	16.9	65.1
Fifth	58	13.2	13.2	78.4
Sixth	45	10.3	10.3	88.6
Seventh	43	9.8	9.8	98.4
Eighth	7	1.6	1.6	100.0
Total	439	100.0	100.0	

Source: Field Survey

It can be concluded from the Table no. 5 that, with regard as brand preference Tirumala, 13.2% of the respondents rated as first, 9.1% of the respondents rated as second, 10.9% of the respondents rated as third, 24.6% of the respondents rated as forth, 22.1% of the respondents rated as fifth, 10.5% of the respondents rated as sixth, 8.0 % of the respondents rated as seventh, 1.6% of the respondents rated as eight. It can be concluded from the above data that, majority of 24.6 % of the respondents rated as fourth. It indicates that, majority of the respondent are giving preference to Tirumala milk as the fourth choice, it means Tirumala having competition with top three selling brand.

It can be described from the Table no. 6 that, with regard to brand preference Amruth, 14.4% of the respondents rated as first, 7.7% of the respondents rated as second, 26.2% of the respondents rated as third, 19.6% of the respondents rated as forth, 13.2% of the respondents rated as fifth, 10.3% of the respondents rated as sixth, 9.8% of the respondents rated as seventh, 1.6% of the respondents rated as eight. It can be concluded from the above data that, majority of 26.2% of the respondents rated as third. It indicates that, Amruth milk brand having third place in the choice of the customers, and also it is the one of the top three brands in the present market.

**Table No 7 Brand Preference Nandi**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid First	90	20.5	20.5	20.5
Second	40	9.1	9.1	29.6
Third	38	8.7	8.7	38.3
Forth	39	8.9	8.9	47.2
Fifth	81	18.5	18.5	65.6
Sixth	87	19.8	19.8	85.4
Seventh	35	8.0	8.0	93.4
Eighth	29	6.6	6.6	100.0
Total	439	100.0	100.0	

Source: Field Survey

**Table No 8 Brand Preference Arokya**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid First	70	15.9	15.9	15.9
Second	66	15.0	15.0	31.0
Third	75	17.1	17.1	48.1
Forth	96	21.9	21.9	69.9
Fifth	30	6.8	6.8	76.8
Sixth	62	14.1	14.1	90.9
Seventh	34	7.7	7.7	98.6
Eighth	6	1.4	1.4	100.0
Total	439	100.0	100.0	

Source: Field Survey

It can be explained from the Table no. 7 that, with regard to brand preference Nandi, 20.5% of the respondents rated as first, 9.1% of the respondents rated as second and 8.7% of the respondents rated as third, 8.9% of the respondents rated as forth, 18.5% of the respondents rated as fifth, 19.8% of the respondents rated as sixth, 8.0% of the respondents rated as seventh, 6.6% of the respondents rated as eight. It can be concluded from the above data that, majority of 20.5% of the respondents rated as first.

It can be illustrate from the Table no. 8 that, with regard to brand preference Arokya, 15.9% of the respondents rated as first, 15.0 % of the respondents rated as second and 17.1% of the respondents rated as third, 21.9% of the respondents rated as forth, 6.8% of the respondents rated as fifth, 14.1% of the respondents rated as sixth, 7.7% of the respondents rated as seventh, 1.4 % of the respondents rated as eight. It can be concluded from the above data that, majority of 21.9% of the respondents rated as fourth. It indicates that, Arokya milk having good market share, customers are choosing this brand milk as the fourth Choice for their selection.

**Table No 9 Brand Preference Unbranded**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid First	131	29.8	29.8	29.8
Second	28	6.4	6.4	36.2
Third	54	12.3	12.3	48.5
Forth	26	5.9	5.9	54.4
Fifth	61	13.9	13.9	68.3
Sixth	19	4.3	4.3	72.7
Seventh	102	23.2	23.2	95.9
Eighth	18	4.1	4.1	100.0
Total	439	100.0	100.0	

Source: Field Survey

**Table No 10 Brand Preference Other Brands**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid First	57	13.0	13.0	13.0
Second	43	9.8	9.8	22.8
Third	16	3.6	3.6	26.4
Forth	25	5.7	5.7	32.1
Fifth	33	7.5	7.5	39.6
Sixth	16	3.6	3.6	43.3
Seventh	68	15.5	15.5	58.8
Eighth	181	41.2	41.2	100.0
Total	439	100.0	100.0	

Source: Field Survey

It can be inferred from the Table no. 9 that, with regard to brand preference Unbranded milk, 29.8% of the respondents rated as first, 6.4% of the respondents rated as second and 12.3% of the respondents rated as third, 5.9% of the respondents rated as fourth, 13.9% of the respondents rated as fifth, 4.3% of the respondents rated as sixth, 23.2% of the respondents rated as seventh, 4.1% of the respondents rated as eighth. It can be concluded from the above data that, majority of 29.8% of the respondents rated as first and 23.2% of the respondents rated as seventh. It indicates that, customers are purchasing milk from unbranded sellers also.

It can be interpreted from the Table no. 10 that, with regard to brand preference other brand sellers of milk, 13.0% of the respondents rated as first, 9.8% of the respondents rated as second and 3.6% of the respondents rated as third, 5.7% of the respondents rated as fourth, 7.5% of the respondents rated as fifth, 3.6% of the respondents rated as sixth, 15.5% of the respondents rated as seventh, 41.2% of the respondents rated as eighth. It can be concluded from the above data that, majority of 41.2% of the respondents rated as eighth. It indicates that, other brand milk are available only selected areas only majority of the customer are choosing other brand as the last choice.

**Scope of the Study :** The milk is one of the nature's nearly perfect foods and milk contains proteins, fats, sugars and variety of mineral substances and vitamins. Dairy industry is providing regular employment and income to the people. Consumer behaviour is helpful in understanding the purchase behavior and preference of different consumers. The milk is one of the nature's nearly perfect foods and milk contains proteins, fats, sugars. The present study has been made to analyze the consumer preferences towards milk and milk products in Kurnool district. The study further identifies the factor influencing the choice of milk and milk products, method of milk supply, source of milk supply quantity of milk and price of milk.

### **Limitations of the Study**

The following are the limitations of the study.

- The results are based on entirely the survey conducted in Kurnool district region and cannot be generalized as a whole for other geographical regions.
- The respondents are house hold consumers only, assuming that the respondents have furnished fair and true data.
- The study is based on sample. Hence, it may not give a true picture of the entire market.

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