

**A STUDY ON CONSUMER BRAND PREFERENCE AND REASONS FOR
SELECTING A PARTICULAR BRAND OF MILK WITH SPECIAL REFERENCE
TO KARAMADAI IN COIMBATORE DISTRICT**

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Abstract

An item or administration buy for his own and not for resale is called purchaser. Right now customer assumes an indispensable job in advertising. To comprehend the customer is actually a major undertaking for each vender. The present market a large number of the merchandise unavoidable by the buyer, right now getting a significant spot in showcasing. Milk is extremely fundamental nourishment for people life. Limit of the individuals legitimately or in a round about way devours milk day by day. Presently a day's parcel for vender associated with milk business. The present investigation centered which brand is for the most part favoured by customer and discover the motivation to choose a specific brand.

1.1 Introduction and Statement of the issue

A buyer is who are buy item or administration buy for his own utilization and not for resale purchaser is one who is the chief whether to purchase a thing at the store, somebody who is affected by commercial and promoting. Right now buyer assumes a crucial job in promoting. To comprehend the purchaser is actually a major errand for each merchant the present market a significant number of the merchandise unavoidable by the buyer, right now getting a significant spot in showcasing. Milk is exceptionally basic nourishment for people life. Limit of the individuals legitimately or in a roundabout way expends milk every day. Presently a day's part of vender engaged with milk business. The present examination centered to which brand is for the most part favoured by shopper and discover the motivation to choose a specific brand. In city side individuals for the most part moving to buy marked milk things. So every milk business organizations, which brand is for the most part favoured by buyer is considering to introduce study. To choose a specific brand, purchaser needs a particular explanation. To comprehend the particular explanation of customer for select a specific brand is basic for milk organizations. Subsequently, the present examination

basically engaged to investigation the purchasers to mark inclination in milk and purpose behind select a specific brand.

1.2. Objectives of the study

1. To distinguish the brand inclination of the shoppers.
2. To decide the purpose behind select a specific brand.

1.3. Hypotheses

In the view of the above targets, the examination has the accompanying explicit issues as speculations:

1. There is no noteworthy distinction in the financial attributes and inclining toward a specific brand.

1.4. Research Methodology

The investigation is both scientific and exact on buyer brand inclination towards different brands of milk(selected brands). The information are gathered from the customers both essential and optional. Information sheets and a far reaching meeting plan are utilized for evoking required data from the purchaser respondents.

1.5. Primary Data

The primary data are gathered straight forwardly by organised poll from the clients of different brands of milk in the karamadai Coimbatore district.

1.6. Survey Method

Study is utilized to gather quantitative data about things in a population. A review might be led in the field by the scientist. The respondents are reached by the examination individual by and by. This techniques takes a ton of time, endeavours and cash however the information gathered are of high exactness, current and pertinent to the point. At the point when the inquiries are regulated by an analyst, the study is known as an organised meeting or a scientist directed study. At the point when the inquiries are managed by the respondent, the review is alluded to as a poll or a self-controlled overview. It is a productive method for gathering data from a satisfactory number of respondents.

1.7. Sampling

The examination depends on observational investigation. Consequently field review strategy is received. As it covers urban areas, multi-organize irregular examining methodology has been utilized to choose the territory just as respondents. Karamadai in Coimbatore district has been selected purposively as a study area.

Table No. 1.1
Socio Economic Demographic Factors and Brand Preference

S. No	Particulars	Total
Gender		
1	Male	49(49.00)
2	Female	51(51.00)
Age		
1	Below 30 years	51(51.00)
2	31 -40	32(32.00)
3	41-50	10(10.00)
4	Above 51	07(07.00)
Marital status		
1	Married	52(52.00)
2	Unmarried	48(48.00)
Educational Qualification		
1	School level	21(21.00)
2	Graduate	68(68.00)
3	Diploma	08(08.00)
4	Others	03(03.00)
Occupation		
1	Agriculture	17(17.00)
2	Self employed	12(12.00)
3	Businessman	18(18.00)
4	Housewife	13(13.00)
5	Government employee	05(05.00)
6	Private employee	17(17.00)
7	Others	18(18.00)
Income per month (Rs)		
1	Below 10000	40(40.00)
2	10001-20000	26(26.00)
3	20001-30000	25(25.00)
4	30001-40000	09(09.00)
Family members		
1	Below 3 members	13(13.00)
2	04 -06 members	75(75.00)
3	Above 6 members	12(12.00)
Quantity		
1	Below 20 liter	40(40.00)
2	21-25 liter	23(23.00)
3	26-30 liter	24(24.00)
4	Above 30 liter	13(13.00)
Amount spent		
1	Rs. below 500	30(30.00)

2	Rs. 501-1000	35(35.00)
3	Rs. 1501-2000	19(19.00)
4	Rs. above 2000	16(16.00)
Frequency of milk		
1	Daily	56(56.00)
2	1 another 1 day	20(20.00)
3	weekly twice	10(10.00)
4	Rarely	14(14.00)
Preference		
1	Aavin	51(51.00)
2	Aroma	14(14.00)
3	Hatsun/Arokiya	15(15.00)
4	Amirtha	04(04.00)
5	Amul	03(03.00)
6	Nilgiris	06(06.00)
7	Cowma	05(05.00)
8	Sakthi	02(02.00)

Table No. 1.2
Consumer's Preference in Selecting a Brand

S.NO	REASONS	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
1	Price	15	40	45	2	0
2	Convenient sales point	6	59	30	5	0
3	Freshness	21	41	34	4	0
4	Quality	19	48	33	0	0
5	Good taste	7	57	32	4	0
6	Long durability	13	36	39	12	0
7	Good for health	12	44	36	8	0
8	Availability of varieties	7	55	29	9	0
9	Correct weighment	9	49	35	7	0
10	Adequate no. Of sales	9	52	36	3	0
11	Convenient packing	16	55	24	5	0
12	Schemes relating to purchase	4	42	44	10	0
13	Printing of manufacturing/Expiry date	16	49	22	11	2
14	Advertisement	12	42	38	8	0
15	Brand reputation	6	53	26	12	3
16	Doctor's advice	6	34	35	20	5

Majority (51 percent) of the respondents belongs to female category. Majority (51.00) percent of the respondents falls under below 30 years in age category Majority (52.00)

percent of the respondents comes under married category in marital status, Majority (68 percent) of the respondents belongs to graduate category in educational qualification, Majority (18 percent) of the respondents comes under businessman category in occupation, Majority (40 percent) of the respondents falls under below 10000 category in monthly income, Majority (75 percent) of the respondents belongs to 04-06 members in family members' category, Majority (40 percent) of the respondents falls under below 20 liters per month category, Majority (35 percent) of the respondents comes under Rs.501-1000 category in amount spending, Majority (56 percent) of the respondents belongs to daily category in frequency of purchase of milk, Majority (51 percent) of the majority respondents falls under Aavin brand category in preference of milk and milk products, Majority (43 percent) of the respondents belongs to neutral in price for select a particular brand, Majority (59 percent) of the respondents belongs to Agree in convenient sales point for select a particular brand, Majority (41 percent) of the respondents belongs to Agree in freshness for select a particular brand, Majority (48 percent) of the respondents belongs to Agree in Quality for select a particular brand, Majority (57 percent) of the respondents belongs to Agree in good taste for select a particular brand, Majority (39 percent) of the respondents belongs to Neutral in long durability for select a particular brand, Majority (44 percent) of the respondents belongs to Agree in good for health for select a particular brand, Majority (55 percent) of the respondents belongs to Agree in Availability of varieties for select a particular brand, Majority (49 percent) of the respondents belongs to Agree in correct weighment for select a particular brand, Majority (52 percent) of the respondents belongs to Agree in Adequate no. of sales for select a particular brand, Majority (55 percent) of the respondents belongs to Agree in Brand Reputation for select a particular Brand, Majority (35 percent) of the respondents belongs to Neutral in Doctor's Advice for select a particular brand.

Table No. 1.2
ANOVA TABLE

		Sum of Square	DF	Mean Square	F	Sig.
Gender	Between Groups	2.335	3	.778	3.303	0.24
	Within groups	22.625	96	.236		
	Total	24.960	99			
Age	Between Groups	5.521	3	1.840	3.285	.024
	Within groups	53.789	96	.560		
	Total	59.310	99			
Educational Qualification	Between Groups	2.467	3	.822	2.352	.077
	Within groups					

		33.573	96	.350		
	Total	36.040	99			
Income per month	Between Groups	.12610	3	4.203	4.728	.004
	Within groups	85.350	96	.889		
	Total	97.960	99			
Quantity of milk Purchase per Month	Between Groups	8.434	3	2.811	2.581	.058
	Within groups	104.566	96	1.089		
	Total	113.000	99			
Amount spent for buying milk per month	Between Groups	7.515	3	2.505	3.167	.028
	Within groups	75.925	96	.791		
	Total	83.440	99			

The ANOVA Table indicates that there are significance difference between the variables like income per month 0.004 level as the significance level is not high at 0.05 percent level .Hence the null hypothesis (HO) is rejected. There is no significant difference between the variables like gender 0.024, age 0.024, educational qualification 0.077, quantity of milk purchase per month 0.058 and amount spent for buying milk per month 0.028 are is high at 0.05 levels. Hence the null hypothesis is accepted.

FINDINGS:

- Majority (51 percent) of the respondents belongs to female category.
- Majority (51percent) of the respondents falls under below 30 years in age category.
- Majority (52 percent) of the respondents comes under married category in marital status.
- Majority (68 percent) of the respondents belongs to graduate category in educational qualification.
- Majority (18 percent) of the respondents comes under businessman category in occupation.
- Majority (40 percent) of the respondents falls under below 10000 category in monthly income.
- Majority (75 percent) of the respondents belongs to 04-06 members in family members' category.
- Majority (40percent) of the respondents falls under below 20 litres per month category.

- Majority (35 percent) of the respondents comes under Rs.501-1000 category in amount spending.
- Majority (56 percent) of the respondents belongs to daily category in frequency of purchase of milk,
- Majority (51 percent) of the majority respondents falls under Aavin brand category in preference of milk and milk products.
- Majority (43 percent) of the respondents belongs to neutral in price for select a particular brand.
- Majority (59 percent) of the respondents belongs to Agree in convenient sales point for select a particular brand.
- Majority (41 percent) of the respondents belongs to Agree in freshness for select a particular brand
- Majority (48 percent) of the respondents belongs to Agree in Quality for select a particular brand
- Majority (57 percent) of the respondents belongs to Agree in good taste for select a particular brand
- Majority (39 percent) of the respondents belongs to Neutral in long durability for select a particular brand
- Majority (44 percent) of the respondents belongs to Agree in good for health for select a particular brand
- Majority (55 percent) of the respondents belongs to Agree in Availability of varieties for select a particular brand
- Majority (49 percent) of the respondents belongs to Agree in correct weighment for select a particular brand
- Majority (52 percent) of the respondents belongs to Agree in Adequate no. of sales for select a particular brand
- Majority (55 percent) of the respondents belongs to Agree in convenient packing for select a particular brand
- Majority (44 percent) of the respondents belongs to Neutral in Schemes relating to purchase for select a particular brand
- Majority (49 percent) of the respondents belongs to Agree in Printing of manufacturing/Expiry date for select a particular brand
- Majority (42 percent) of the respondents belongs to Agree in Advertisement for select a particular brand

- Majority (53 percent) of the respondents belongs to Agree in Brand Reputation for select a particular brand
- Majority (35 percent) of the respondents belongs to Neutral in Doctor's advice for select a particular brand.

Suggestions

Most of the respondents said that reason for select a particular brand for quality and good taste, so the manufacturer should focus to well maintain their quality and taste.

Conclusion

Dominant part of the respondents lean toward Aavin brand milk profoundly and furthermore they answers quality taste, freshness and advantageous deals points in generally instigate to choose a specific brand. So the present examination presumes that every single other brand centre to fulfil their client to continue right now.