

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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CONSUMER BRAND PREFERENCE TOWARDS PASTEURIZED PACKAGED MILK IN GUDALUR TOWN**DR. L. RAMESH****PRINCIPAL****BHARATHIAR UNIVERSITY ARTS & SCIENCE COLLEGE
GUDALUR****POORNIMA.S****RESEARCH SCHOLAR****BHARATHIAR UNIVERSITY ARTS & SCIENCE COLLEGE
GUDALUR****ABSTRACT**

Milk is an essential commodity which is inevitable in our day-to-day life. Hardly in any human beings who does not taste milk throughout his life? India being basically an agricultural country, milk and milk products are by-product of several million agriculturalists. Milk and milk products provide essential nutrition to all walks of life. It provides livelihood to millions of small and marginal farmers in the state of TamilNadu. TamilNadu is an agricultural oriented State and majority of the farmers own cattle. All the products are named and identified by the reputed brands, yes brand is key signal to the consumer while they are selecting the products. 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. Consumers are mostly influenced by the marketing activities. Consumer behavior can be defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy consumer needs and wants. To elaborate further, consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. That includes what they buy? Why they buy it? When they buy it? Where they buy it? How often they buy it? How often they use it? How they evaluate it after the purchase? The impact of such evaluations on future purchases, and how they dispose of it? The process starts much before the products have been acquired or bought. The objectives of the paper are to identify the customer brand preference towards pasteurized packaged milk in Gudalur town the Nilgiris. In this work, 100 samples have been selected and administered the statistical tools such as Chi-square test the researchers found that Income and age, marital status, educational qualification, occupation, family member's quality, price. The mediating factors for the brand loyalty which lead to the price and quality for the brand preferences.

KEYWORDS

milk, consumer behavior, consumer preference, brand, pasteurized packaged milk.

I. INTRODUCTION

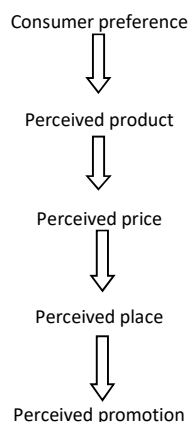
Milk is whitish liquid containing proteins, fats, lactose and various vitamins and minerals that is produced by mammary glands of all mature female mammals after they have giving birth and serves as nourishment for their young. Cow milk generally contains between 3 and 4 g of fat/100 g, although values as high as 5.5 g/100 g have been reported in raw milk. Milk and dairy product contain many nutrients and provide a quick and easy way of supplying these nutrients to the diet within relatively few calories.

Milk, cheese and yogurt all provide the following beneficial nutrients in varying quantities.

- (i) Calcium- for healthy bones and teeth
 - (ii) Phosphorous- for energy release
 - (iii) Magnesium- for muscle function
 - (iv) Protein- for growth and repair
 - (v) Vitamin B12- for production of healthy cells
 - (vi) Vitamin A- for good eyesight and immune function
 - (vii) Zinc- for immune function
 - (viii) Ribo flavin – for healthy skin
 - (ix) Folate- for production of healthy cells
 - (x) Vitamin C- for formation of healthy connective tissues
- Iodine- for regulation of the body rate of metabolism (How quickly the body burns energy and the rates of growth)

CONSUMER PREFERENCE

Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. They permit the consumer to rank these bundles of goods according to the levels of utility they give the consumer. Note that preferences are independent of income and prices. Ability to purchase goods does not determine a consumer's likes or dislikes



Consumer behavior can be defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy consumer needs and wants. To elaborate further, consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. That includes what they buy? Why they buy it? When they buy it? Where they buy it? How often they buy it? How often they use it? How they evaluate it after the purchase? The impact of such evaluations on future purchases, and how they dispose of it? The process starts much before the products have been acquired or bought. (Sachiffman L.G. and Kanuk L.L. (2008). Consumers' lifestyles are influenced by number of factors. Like culture, subculture, values, demographic factors, social status, reference groups, household and also the internal makeup of the consumer, which are emotions, personality motives of buying, perception and learning. Consumers are also influenced by the marketing activities. (Malika Rani 2012). Hence the study focuses on customer brand preference towards pasteurized packaged milk in Gudalur town the Nilgiris.

BRANDING OF DAIRY PRODUCTS

BRANDING

When a company brands a product, they determine its "personality." Creating a brand that is instantly recognizable and perceived positively is the ultimate goal. Branding integrates components such as color, style and visual imagery to distinguish a company's products from the competition. Developing logos, slogans and tag lines are all ways that marketers communicate a specific brand.

BRAND MANAGEMENT

Brand management is the application of marketing techniques to a specific product, product line, or brand.

BRAND EQUITY

It is a phrase used in the marketing industry to describe the value of having a well-known brand name, based on the idea that the owner of a well-known brand name can generate more money from products with that brand name than from products with a less well known name, as consumers believe that a product with a well-known name is better than products with less well known names. Another word for "brand equity" is "brand value".

Brand equity is one of the factors which can increase the financial value of a brand to the brand owner, although not the only one. Brand equity is strategically crucial, but famously difficult to quantify. Many experts have developed tools to analyze this asset, but there is no universally accepted way to measure it. As one of the serial challenges that marketing professionals and academics find with the concept of brand equity, the disconnect between quantitative and qualitative equity values is difficult to reconcile. Quantitative brand equity includes numerical values such as profit margins and market share, but fails to capture qualitative elements such as prestige and associations of interest. Overall, most marketing practitioners take a more qualitative approach to brand equity because of this challenge.

DIFFERENT BRANDS OF DAIRY PRODUCTS

AAVIN

The Dairy Development Department was established in Tamil Nadu in the year 1958 to oversee and regulate milk production and commercial distribution in the state. The Dairy Development Department took over control of the milk cooperatives. It was replaced by the Tamil Nadu Cooperative Milk Producers Federation Limited in the year 1981. On February 1, 1981, the commercial activities of the Department such as Milk Procurement, Processing, and Chilling packing and sale of milk to the consumers etc., hitherto dealt with by the Tamil Nadu Dairy Development Corporation Ltd., were transferred to the newly registered Tamil Nadu Co-operative Milk Producers' Federation Limited, popularly known as "Aavin". Aavin is the trademark of the Tamil Nadu Co-operative Milk Producers' Federation Limited, a Tamil Nadu-based milk producer's union. The aim of Aavin is to procure milk, process it, chill it, pack and sell it to the consumers. Aavin comes from Tamil meaning 'from cow'. So 'Aavin paa' translates to cow's milk.

The Tamil Nadu Co-operative Milk Producers' Federation Limited is an apex body of 17 District Cooperative Milk Producers' Unions. The Federation has four dairy plants at the following locations in Chennai - Ambattur with a capacity of 4.00 lakh liters per day, Madhavaram with a capacity of 3.00 lakh litres per day, Sholingallur with a capacity of 4.00 lakh litres per day, Ambattur - Product Dairy. Its revenue in 2010 is \$300 million. With many private companies entering the field of dairy, the Tamil Nadu government is giving high priority to improve the performance of the cooperatives. Tamil Nadu is one of the leading states in India in milk production with about 14.5 million litres per day. Aavin produces 4 varieties of milk Toned milk (3% Fat), Doubled toned milk (1.5%), Standardized Milk (4.5%), Full Cream Milk (6%)

AMUL

Amul ("priceless" in Hindi. The brand name "Amul," from the Sanskrit "Amoolya," (meaning Precious) was suggested by a quality control expert in Anand.), formed in 1946, is a dairy cooperative in India. Amul Gujarat Cooperative Milk Marketing Federation (GCMMF) is India's largest food products marketing organization. It is a state level apex body of milk cooperatives in Gujarat. It markets its array of products under brand name 'Amul'. Amul products have been in use in millions of homes in India and also exported all over the world since 1946 with a turnover of Rs. 52.55 billion in 2007-08. Today Amul is a symbol of high-quality products sold at reasonable prices; of the genesis of a vast co-operative network, of the triumph of indigenous technology, of the marketing savvy of a farmers' organization and of a proven model for dairy development in India.

The Amul Pattern has established itself as a uniquely appropriate model for rural development. Amul has spurred the White Revolution of India, which has made India the largest producer of milk and milk products in the world. It is also the world's biggest vegetarian cheese brand.

Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF), which today is jointly owned by some 3.1 million milk producers in Gujarat, India. Amul's product range includes milk powders, milk, butter, ghee, cheese, Masti Dahi, Yoghurt, Buttermilk chocolate, ice cream, cream, shrikhand, paneer, gulab jamuns, flavoured milk, basundi, Nutramul brand and others. In January 2006, Amul plans to launch India's first sports drink Stamina, which will be competing with Coca Cola's Powerade and PepsiCo's Gatorade. In August 2007, Amul introduced Kool Koko, a chocolate milk brand extending its product offering in the milk products segment. Other Amul brands are Amul Kool, a low calorie thirst quenching drink; Masti Butter Milk; Kool Cafe, ready to drink coffee and India's first sports drink Stamina. Amul is the largest food brand in India and world's Largest Pouched Milk Brand with an annual turnover of US \$2.2 billion (2010-11). Besides India, Amul has entered overseas markets such as Mauritius, UAE, USA, Oman, Bangladesh, Australia, China, Singapore, Hong Kong and a few South African countries.

AROKIA / HATSUN

Hatsun Agro Product Limited is a public limited company that was founded by Mr. R.G.Chandramogan, who is also the present Chairman & Managing Director. Hatsun, based in South India is the largest private sector dairy company in India and hence has a distinct advantage of dealing in cow's milk. In 1970, Hatsun began with the pioneering effort of producing Arun ice-cream, which still continues to be the most popular ice-cream brand in South India.

When the market was ruled by unhygienic milk, Hatsun came up with Arokya - the standardized, homogenised and bacteria clarified milk. Arokya milk is still unsurpassed in purity, thickness and quality and has made it one of the most preferred milk brands consumed by several hundred thousand households every day and then came Hatsun Komatha. This product is Hatsun's proud contribution of a superior quality, lower fat milk which Hatsun calls Cow's milk. Komatha is the perfect symbolization of the values and attributes of the provider of fresh milk - the cow. Hatsun started marketing fresh milk in pouches from 1993 and manufacturing dairy ingredients from 2003.

Today, Hatsun is a USD 250 million company, listed in the Mumbai Stock Exchange. Hatsun's Dairy Ingredients are processed at the state-of-the-art processing technology run by people with strong technological capabilities. These, together with an innovative and flexible approach, enable it to manufacture a range of high quality products. Hatsun has an annual production of 20,000 MT of Milk Powders and 11,000 MT of milk Fat at present.

Hatsun sources its milk with an ever watchful eye, always keen on quality. It is an enthusiastic and bustling activity when milk takes its first step in its journey to the consumers homes. Hatsun handles a total 1.8 million litre a day. Hatsun's quest for quality starts at procurement, two times a day, 365 days of the year at over a thousand collection centers, from more than a hundred thousand farmers.

AROMA

Sri Mahalakshmi dairy was founded by Mr. R. Ponnuswamy, Chairman and Managing Director of the Aroma Sri Mahalakshmi Group of Food industries in the year 1972 and the brand name Aroma milk is a house hold name in the city of Coimbatore and Tiruppur. Sri Mahalakshmi dairy had a humble beginning in 1972 in a small village called a Telugupalayam, nearby Coimbatore. The dairy was started with an ideological goal to serve the poor and Economically weaker dairy farmers of Coimbatore Dist. and nearby Tiruppur dist. From the time the dairy started, it has served the farmer community with complete dedication and affection. The farmers have developed an ever increasing loyalty to this organisation which is reflected in the yearly growth rate of the company.

Its product ranges are Full cream milk, toned milk, standardized milk, curd and ghee etc., It has developed good distribution network in Coimbatore dist, Erode Dist, Tiruppur Dist, Dindigul Dist, The Nilgiri's Dist and Palakkad, Ottapalam, Trichur & Perunthalmanna of Kerala state.

CAVIN

Cavinkare's new dairy business Cavinkare Dairy Division is the new venture of CavinKare. Cavin's dairy products include milk, curd, ghee, butter, flavoured milk etc. The first product, Cavin's milk was launched on 14th of January 2009. The milk procured from village farms is sent for processing at CavinKare's State-of-the-art dairy plant. Cavin's milk is freshly procured from the farmers and hygienically processed through state of the art technology under stringent quality standards to retain its freshness and full nutritional value. Care is taken to reach the processed milk from the plant to consumers within 24 hours. This ensures the freshness of Cavin's products when it reaches the market. Cavin's milk is available in different variants to suit the requirements of different age groups.

SAKTHI

P. Nachimuthu Gounder laid the foundation Treatment of the Sakthi Group. It was in 1921, P. Nachimuthu Gounder broke away from his traditional business of hiring out bullock carts, into pioneering a passenger transport service. The Sakthi Group has spread its roots into Sugar, Industrial Alcohol, Effluent Treatment Plant, Auto Components, Textiles, Transport, Finance, Beverages, Soya Products, Dairy Products, Synthetic Gems manufacture and Plantations.

DAIRY DIVISION

Sakthi milk is marketed in various towns of Tamil nadu and kerala. It is the second largest brand in kerala next to state owned co-operative brand. It is also manufacturing and marketing value added milk products like Cream, ghee, butter, curd, sterilized flavored milk panner, buttermilk, etc. Attributing future growth of the division the export of Sakthi to foreign countries has earned significant market response. Presently it is procuring and processing 1,10,000 litres of milk every day. Liquid milk is marketed in various towns of Tamilnadu and Kerala carrying the brand name of "Sakthi Milk". This division will be the thrust area for further growth of the company and the potential for growth is immense. Products like butter, khoa, flavoured milk, yogurt, paneer and cheese are being planned for introduction shortly. It has established good marketing network for dairy export demand both in Tamilnadu and in Kerala. It has increase substantially, giving more margin.

Being the world's largest producer and consumer of dairy products, India represents one of most lucrative dairy markets. At the outset with the emergence of different brands of dairy products the demand for processed dairy products is expanding and is expected to keep doing so as cold supply chains and modern trade continue to evolve. Increasing urbanization, exposure to gourmet foods and corresponding changes in consumer preferences, behavior and purchasing power are the catalysts for the rise of processed dairy categories.

OBJECTIVES OF THE STUDY

1. To assess the level of consumer brand preference towards pasteurized packaged milk
2. To know the average expenditure on milk and dairy product of the consumer.
3. To identify the factors influencing in purchase decision in study area.
4. To identify the brand awareness, problems and level of satisfaction of the respondents in purchasing of various brands of milk and milk products.

LIMITATION OF THE STUDY

1. Due to limitation of time only few people would be selected for the study
2. The sample size for the study is 100 only.
3. The study is limited up to Gudalur town only.

REVIEW OF LITERATURE

(i) **Rubaina¹ (2010)** 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

(ii) **Nagapani²** in his study on the marketing aspects with special reference to Coimbatore district co-operative milk producer union limited made an attempt to **identify the reasons for low procurement of milk and to know about the demand in that area**. The study found that the reason for low procurement in the areas of shanmugapuram and sultanpet chilling centers was due to the competition in procurement from private dairies. The sale of milk in 500 ml sachet was found to be high among the available size of sachets.

(iii) **Radder and Natalie heather smith³** conducted a study on milk marketing by selected dairy companies in port Elizabeth. The objectives of the study were to determine consumers' milk consumption patterns and **factors which influence consumers' milk consumption** and to review the major competitors in the Port Elizabeth. The study found that most of the respondents used milk for whitening of tea or coffee and they had the opinion that the milk was very healthy and it was an enjoyable tasting beverage and they felt that quality, availability and freshness were the most influencing factors. The study also found that the increasing competitiveness in the milk industry, including the no-name brand milk was forcing dairy companies to sell the milk at very low profit margins.

(iv) **Abinash⁴** made a Comparative study on consumer behavior towards loose milk and packed milk. The objective of the study was **to analyses the factors influencing consumer behavior and the government intervention to change consumer's preference from loose milk to packed milk**. The study found that the factors like quality, quantity, hygienic aspect and government intervention influence consumer behavior. Government agencies like, dairy development department, Kerala co-operative milk marketing federation and the dairy cooperatives societies have to play an important role, to help the milk farmers on one hand and consumer on the other hand. Further the efforts of Dairy development department and MILMA have to go a long way in the days to come to develop quality milk procurement and marketing in Kerala

(v) **Shanthi⁵** in her doctoral research attempted to study on buyer behavior of urban household in fluid milk market with reference to Coimbatore district and attempted to **identify the fluid milk consumption and pattern of utilization by the households with respect to price, promotion and distribution of fluid milk**. The study found that the higher attitudinal strength was based on the selection of the brand of milk on fat content and other nutritional facts, the lower attitudinal strength had resulted towards lack of assurance on continuous purchase of the same brand in the future. It was also found that the organized sector dairies concentrate in marketing pasteurized branded fluid milk.

STATEMENT OF THE PROBLEM

Milk is an essential commodity in human life of Indian consumers. They prefer healthy and energy drinks for consumption. Milk and Dairy products are easily available, it offered by number of milk brands. The main challenge for marketers is, to create the consumer loyalty by quality, freshness, odor and taste. Marketers are necessary to know the consumers response towards their own brand milk and dairy products of its availability, acceptability and affordability. Aavin plays a vital role in marketing. The success of the milk and milk product depends not only, the marketing but also the consumer preference pattern towards their product.

To have better marketing the union needs a maximum inspiration from the consumer side. If marketing is done without the execution of consumer. It cannot run successfully for a long period of time. So an analytical study is conducted based on consumer preference with regards to market of milk and milk product.

RESEARCH METHODOLOGY

AREA OF THE STUDY

Gudalur is a Municipality town and taluk in Nilgiris district in the Indian state of Tamil Nadu. As of 2011, the town had a population of 49,535. Gudalur is a picturesque green valley on the way from Mysore to Ooty. It is a gateway to three states, Tamil Nadu, Kerala and Karnataka lying equidistant from both Kerala and Karnataka. Though the history of the name has been lost, it is the place where all of the three states' boundaries meet. Some even say the name originated as 'Koodal' (Joining) in Tamil and 'Ooru' (Village), and Goodal+uru as a mysterious place. As the town is located 50 km from any other nearby bigger towns, Ooty, Sulthan Bathery, and Gundalpet & Nilambur it can very well be called as the Joining-Place or Point.

HYPOTHESIS OF THE STUDY

There are significant relationships between the Income and age, marital status, educational qualification, occupation, family members and influences to buy of the milk and milk products

METHODS AND DATA COLLECTION

The present study is based on both primary and secondary data. The study is mainly based on primary data. The primary data required for this study has been collected from the consumer of various branded milk and milk products. The primary data has been collected through a well-structured questionnaire. The study is also based on the secondary data. The secondary data required for this study has been collected from various books, journals and magazines related with Milk and milk products.

(i) Simple Percentage Analysis

This is a method to compare two or more series of data. It identifies the relationship between the data's.

$$SAA = \frac{\text{No. of Respondents}}{\text{Total No of Respondents}} \times 100$$

Where SSA stands for **simple average analysis**

(ii) Chi-Square Analysis

In order to the chi-square test either as a test of goodness of fit or as a test to judge the significance of association between attributes, it is necessary that the observed as well as theoretical or expected frequencies must be grouped in the same way and the theoretical distribution must be adjusted to give the same total frequency.

$$\chi^2 = \frac{\sum (O_{ij} - E_{ij})^2}{E_{ij}}$$

Where, O_{ij} = observed frequency of the cell in i the row and j the column.

E_{ij} = expected frequency of the cell in i the row and j the column.

RESEARCH DESIGN AND SAMPLE SIZE

(I) **RESEARCH DESIGN:** The Research design is the conceptual structure within which research is conducted; it The study notches the consumer brand preference towards pasteurized packaged milk.

(II) **SAMPLE SIZE:** Most of them were preferred Aavin milk in day- to - day life. Out of this 100 respondents were selected.

(III) **SAMPLING METHOD:** The sampling method is Non-probability sampling under which convenience sampling technique were used.

ANALYSIS AND INTERPRETATION

The result of analysis and interpretation of empirical data based on the questionnaire of 100 respondents. The primary data is collected by the way of questionnaires from various age grouped and socio-Economic people of Gudalur Taluk of Nilgiris district, Tamil nadu. The questionnaire is prepared through the various levels, awareness about brand, products and level of satisfaction of respondents. The profile of respondents include age, gender, marital status, place of resident, educational qualification, occupation, family category, size of family, average age of family, monthly income. Percentage and Chi-square methods are using for analysis and interpretation of data.

ANALYSIS OF DATA

TABLE 1: BRAND PREFERENCE

Brand name	Total	Percentage
Aavin	34	34
Amul	6	6
Arokia	12	12
Hat sun	6	6
Aroma	14	14
Cavin	10	10
Sakthi	4	4
Fresh	9	9
Nilgiris	3	3
Amrita	2	2
Total	100	100

Sources: Primary Data

FIGURE 1: BRAND PREFERENCES

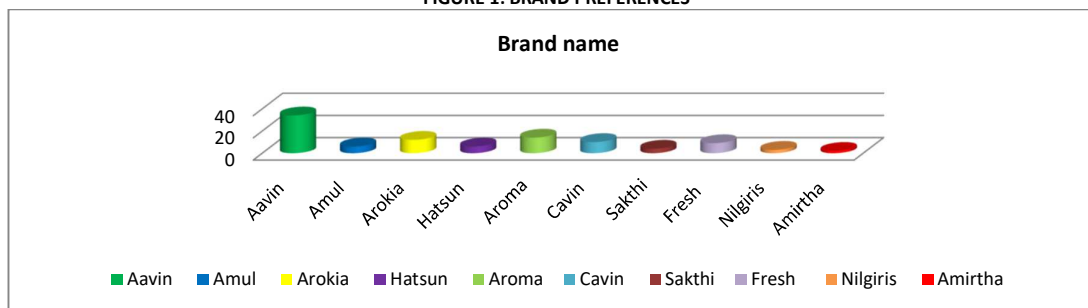


Table-1: Shows that majority (34 percent) of the respondents were preference Aavin brand milk and milk products, followed by, Aroma (14) percent Aroka (12) percent, Cavin (10) percentage Fresh (9) percentage, Hat sun (6) percentage.

PERCENTAGE METHOD

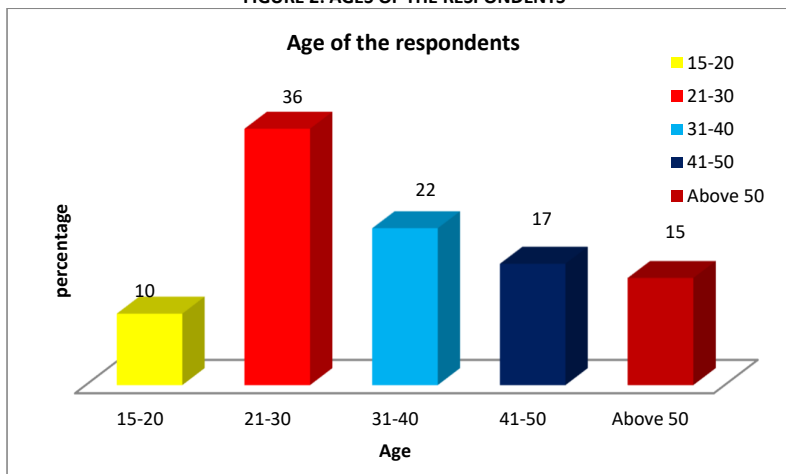
TABLE 2: AGE OF THE RESPONDENTS

Age	Name of the respondent	Percentage
15-20	10	10
21-30	36	36
31-40	22	22
41-50	17	17
Above 50	15	15
Total	100	100

Sources: primary data

The Table 2 show the age wise classification of the 100 respondents, 10% of the respondents are belongs to the age group of 15-20 years. 36% of the respondents are between the age group 21-30 years, 22% of the respondents are between the age group 31-40, and 17% of the respondents are between the age group 41-50 years and 15% of the respondents are belongs to the age group of above 50. Majority (36%) of the respondents are between the age group of 21-30 years.

FIGURE 2: AGES OF THE RESPONDENTS



The Figure 2 show that the Majority 36% of the respondents is belongs to the age group between 21- 30.

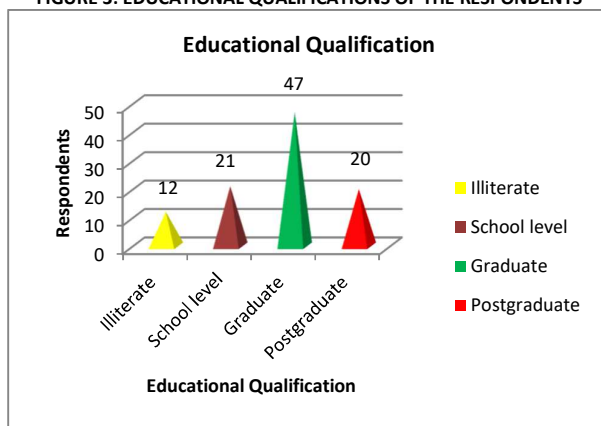
TABLE 3: EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

Educational qualification	No of Respondent	Percentage
Illiterate	12	12
School level	21	21
Graduate	47	47
Post graduate Above	20	20
TOTAL	100	100

Sources: of primary data

The table 3 shows the educational qualification of the 100 respondents, 12% of the respondents are illiterate, 21% of the respondents belongs to school level education, 47% of the respondents have completed graduate level and 20% of the respondents belongs to post graduate and above.

FIGURE 3: EDUCATIONAL QUALIFICATIONS OF THE RESPONDENTS



The Figure 3 shows that the Majority 47 % of the respondents were graduates.

TABLE 4: MONTHLY INCOME OF THE FAMILY

MONTHLY INCOME OF THE FAMILY	NO OF RESPONDENTS	PERCENTAGE
5,000	22	22
RS. 5,001-10,000	49	49
RS.10,001-20,000	17	17
MORE THAN 20,000	12	12
TOTAL	100	100

Sources: Primary Data

The table 4 shows the monthly income of the family of the 100 respondents, 22% of the respondents, whose monthly income ranges, are Rs. 5,000. 49% of the respondents are earning monthly income between Rs. 5,001 to Rs. 10,000 17% of the respondents whose income ranges between Rs. 10,001 to Rs. 20,000 and 12% of the respondents are earning more than Rs. 20,000.

FIGURE 4: MONTHLY INCOME OF THE RESPONDENTS OF THE RESPONDENTS

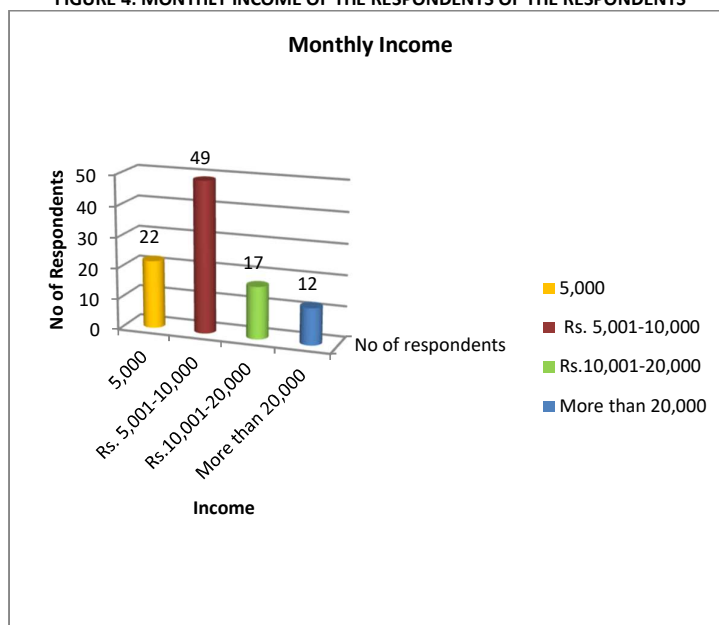


Figure 4 show that Majority 49% of the respondents who's earning range between Rs. 5,001 to Rs. 10,000.

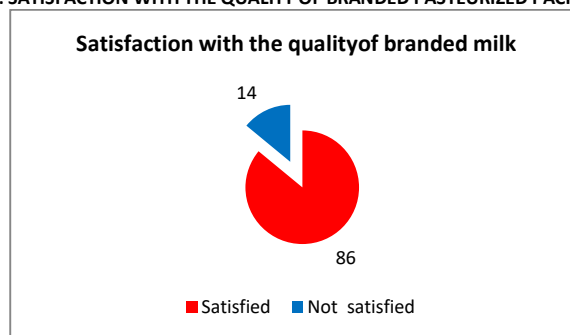
TABLE 5: SATISFACTION WITH QUALITY OF BRANDED PASTEURIZED PACKAGED MILK

Satisfaction with Quality of branded pasteurized packaged milk	No of Respondents	Percentage
Satisfied	86	86
Not satisfied	14	14
Total	100	100

Sources: primary data

The Table 5 shows that the satisfaction with quality of branded pasteurized packaged milk of the 100 respondents. It indicates 86% of the respondents are satisfied with quality of milk and rest 14% of the respondents are said that not satisfied with quality of milk. Majority (86%) of the respondents are satisfied with quality of milk.

FIGURE 5: SATISFACTION WITH THE QUALITY OF BRANDED PASTEURIZED PACKAGED MILK



Majorities 80% of the respondents are satisfied with quality of milk.

TABLE 6: SATISFACTION LEVEL ON PRICE OF THE BRANDED PASTEURIZED PACKAGED MILK

Satisfaction with price of Branded pasteurized packaged milk	No of Respondent	percentage
Strongly Agree	12	12
Agree	32	32
Normal	40	40
Disagree	06	06
Strongly disagree	10	10
Total	100	100

Sources: primary data

Table 5: reveals the satisfaction level of price of the Branded pasteurized packaged milk of the 100 respondents. It indicates 12% of the respondents are strongly agree with the price with milk 32% of the respondents are agree with the price of Branded milk 40% of the respondents are specified the normal as the price of milk 6% of the respondents are disagree with the price of milk and remain 10% of the respondents are strongly disagree with the price of the milk.

FIGURE 6: SATISFACTION LEVEL ON PRICE OF THE BRANDED PASTEURIZED PACKAGED MILK

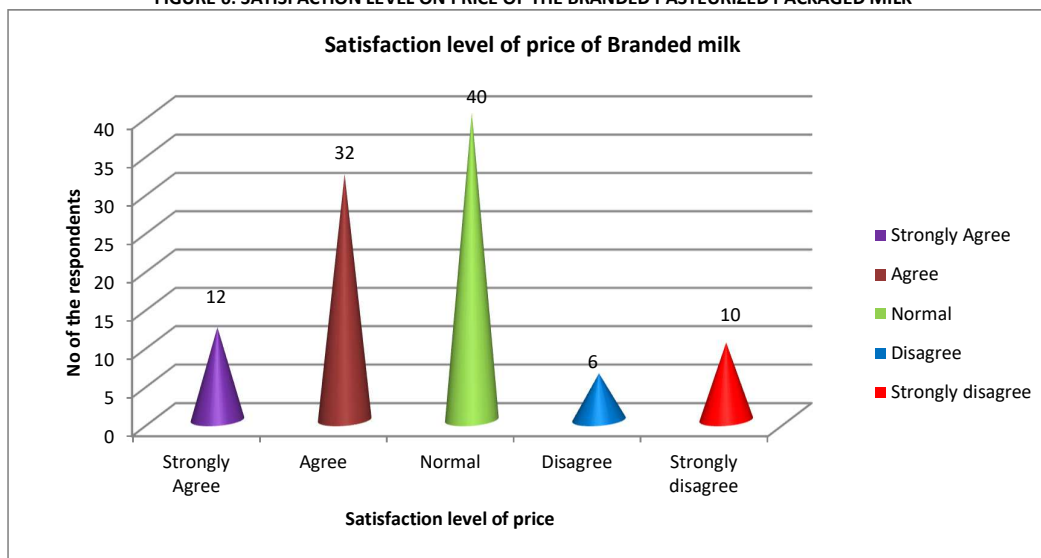


Figure 5: Show that Satisfaction level on price of Pasteurized packaged milk. Majorities (40%) of the respondents are satisfied with the level on price of milk.

CHI-SQUARE TEST

TABLE 7: LEVEL OF SATISFACTION BASED ON PLACE OF RESIDENCE

Level of Residence	Level of satisfaction			
	Highly satisfied	Satisfied	Dis -satisfied	Total
Village	20	45	3	68
Town	5	23	4	32
Total	25	68	7	100

Ho: There is no significant relation between place of resident and level of satisfaction

O	E	O-E	(O-E) ²	(O-E) ² /E
20	17	3	9.0	0.53
45	46.24	-1.24	1.5	0.03
3	4.76	-1.76	3.1	0.65
5	8	-3	9.0	1.13
23	21.76	1.24	1.5	0.07
4	2.24	1.76	3.1	1.38
				Total:3.8

Degree of Freedom: 2

Calculated χ^2 Value: 3.8

Table value: Five percent level- 5.99

The above table indicates that the level of satisfaction based on place of residence of 100 respondents, 68 respondents are residing at village. From this table 20 respondents are highly satisfied, 45 respondents are satisfied and rest 3 respondents are dissatisfied. 32 respondents are residing at town. From this, 5 respondents are highly satisfied, 23 respondents are satisfied and remain 4 respondents are dissatisfied.

Thus it inferred that 20 respondents are highly satisfied, under the place of resident out of 68 village residents and total of 100 respondents. Chi- square value is less than the table value at five percent level. Hence the hypothesis is accepted. There is no significant relation between place of resident and level of satisfaction of branded milk. Thus, two attributes such as place of resident and level of satisfaction are not associated and interdependent.

TABLE 8: LEVEL OF SATISFACTION BASED ON GENDER

Gender	Level of satisfaction			
	Highly satisfied	Satisfied	Dis -satisfied	Total
Male	19	10	3	32
Female	41	23	4	68
Total	60	33	7	100

Sources: Primary Data

Ho: There is no significant relation between Gender and level of satisfaction

O	E	O-E	(O-E) ²	(O-E) ² /E
19	19.2	-0.2	0.04	0.002
10	10.56	-0.56	0.3136	0.030
3	2.24	0.76	0.5776	0.258
41	40.8	0.2	0.04	0.001
23	22.44	0.56	0.3136	0.014
4	4.76	-0.76	0.5776	0.121
				Total
				0.426

Degree of Freedom: 2

Calculated χ^2 Value: 0.426

Table value: Five percent level- 5.99

The table 7 indicates the level of satisfaction based on gender of 100 respondents, 32 respondents are Male. From this table 19 respondents are highly satisfied, 10 respondents are satisfied and rest 3 respondents are dissatisfied. 68 respondents are female. From this, 41 respondents are highly satisfied, 23 respondents are satisfied and rest 4 respondents are dissatisfied. Thus it inferred that 41 respondents are highly satisfied, under the female category out of 68 female respondents and total of 100 respondents. Chi-square value is less than the table value at five percent. Hence the hypothesis is accepted. There is no significant relationship between gender and level of satisfaction of pasteurized packaged milk. Thus, two attributes such as gender and level of satisfaction are not associated and independent.

FINDINGS

1. Majority 36% of the respondents belongs to the age group between 21-30.
2. 47% of the respondents were Graduates.
3. 49% of Respondents earning range is between 5,001 to 10, 000.
4. Majority 86% of the Respondents were satisfied with the Quality of pasteurized packaged milk.
5. 40% of the Respondents are normal in the satisfaction level on the price of the branded milk.

SUGGESTIONS

1. The consumer is the king in the market. So all the consumers are wanted more awareness about their branded milk; they are educated or uneducated. The milk producers have to improve promotional activities, it establishes their brand among consumers, it induces sale and build image of milk.
2. 86% respondents are satisfied with the quality of milk. Many respondent's opinion that the price of the products is high. They expect the reduction of price of product. The price of products where create a positive word-of-mouth communication that improves results of sale.
3. All branded milk make effort to satisfy all their consumers. It may provide with less cost, extra taste, easy availability, and perish ability of the products, festival offers and free gift coupons while the consumers purchase the products

CONCLUSION

This study is aims to focuses on consumer preference towards pasteurized packaged milk in Gudalur residents. Generally, the consumers change their attitude frequently on the basis of new trend and fashion. In selected 100 Respondents nearly 34% of the respondents preferring to purchase Aavin milk. Milk producers must meet consumers' demand for milk when there is demand in order to remain competitive. They well know their needs and wants, so gather information about products and also compare its price, quality, taste and other attributes. If the consumers are not satisfied they shift one brand to another brands. However, the data shows the consumers buy the Aavin milk for its quality and taste. It has to be point out that milk consumers prefer taste over than the price. Many respondents feel the price of Aavin products is too high than other brands. If the Aavin take necessary steps to satisfy their consumers, it creates invariant place in mind.

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